BROADCASTING
and
Broadcast Advertising

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Net Affiliates Establish Permanent Group

Pulliam President; Superpower Is Opposed

DESCRIBED as a militant successor to Independent Radio Network Affiliates, rather than as a full-scale trade association designed to supplant NAB, Network Affiliates Inc. was formally organized at a meeting of some 75 broadcasters representing about 00 stations at an all-day closed session at the Drake Hotel in Chicago last Tuesday.

Eugene C. Pulliam, WIRE, Indianapolis, was elected president and headed a slate to serve until the first convention of the group, to be held in Chicago during the first half of April. Hulbert Taft Jr., WKRC, Cincinnati, was elected vice-president, and William J. Scripps, WWJ, Detroit, secretary-treasurer. A board of 12 was elected to serve until the April convention, in segments of three constituting committees selected from among affiliates on each of the four nationwide networks.

Favor NAB Change

The Chicago action completed organization groundwork laid at two previous meetings, held in Chicago Oct. 7 and 14. While there was a strong undercurrent of opposition to activities of the NAB, it was made abundantly clear there was no intention of establishing a trade unit horizontally competitive with that organization.

Predominant sentiment, according to reports from the closed session, was in favor of a sweeping reorganization of NAB, with the major networks themselves excluded from full participating membership. Demands of this character, it was said, might be served on the NAB soon. Restricted in its membership to major network affiliated stations, NAI, which tentatively had been created as Independent Broadcasters Inc., is designed to supplant IRNA, which for several years served as the trade group, within the NAB, for network outlets.

Leading up to the formation of NAI were allegations heard in industry quarters that NAB was “dominated” by the major networks. FCC Chairman James Lawrence Fly himself has expressed this view and has fostered development of other industry trade groups.

Superpower Opposed

Foremost on the new organization's list of objectives is its reiterated opposition to superpower. Clarification of clearance of the source of transcriptions occupied the NAI copyright committee in a 12-hour session on Monday [See story below]. In a prepared statement released after the day-long session, it was stated “the new organization will interest itself, in addition to the problems of superpower, in the establishment and maintenance of healthy and mutually beneficial relations between its members and national networks with which they are associated. The new organization pledged itself to present to the FCC its views and experience on current problems affecting the industry, and to cooperate with the commission in formulating regulations which will stimulate the growth and development of American system of broadcasting”.

At the outset of the closed meeting, Mr. Pulliam, who has been acting as temporary chairman, read a letter to the group from Commission Chairman. Fly extending best wishes and greetings to the group. Mr. Fly outlined in his letter the status of the monopoly rules, which have been suspended until the court renders a decision on the temporary injunction sought by NBC and CBS.

Considerable discussion during the meeting centered around superpower. Paul D. P. Spearman, Washington attorney, addressed the group on that subject. He indicated that if the arguments against superpower were presented with frankness and fairness, the FCC would grant a full hearing. He also stated that proponents of superpower were already active in Washington, doing missionary work in the War Dept., Dept. of Agriculture, and the National Grange.

NAI said in its statement that it was convinced that power in excess of 50,000 watts “would create a dangerous monopoly of broadcasting power in the hands of a very few, and concentrate the outlets moulding public opinion and policy, while at the same time weakening regional and local outlets to a point where they would be unable to serve properly their own communities.”

Sanders Bill Discussed

One of the broadcasters whose station competes with a nearby 50,000-watt station, said he has successfully combated the larger station with superior programming, and by organizing other stations in his area into a network and interchanging programs. Another broadcaster who operated a 50-kw. clear-channel station expressed his opposition to power so-called superpower stating that although his station was on a clear channel, he wanted to go on record as opposing granting of licenses in excess of 50,000 watts as an

Disc Clearance Is Revised By ASCAP

Plan Not in Conformity, It Is Said, With Consent Pact

MODIFICATION of procedure in handling clearance at the source on commercial transcriptions, at the request of the newly-organized Network Affiliates Inc., was announced last Friday by ASCAP after action of its board of directors. The new method, however, was not construed as wholly in accord with the understanding of broadcasters and transcription companies as to requirements of the Department of Justice consent decree entered into by ASCAP last March.

The NAI copyright committee, at a 12-hour session in Chicago last Monday with representatives of the leading transcription companies and ASCAP, BMI, SESAC and AMP, sought to clarify the clearance at the source issue, resulting in the request to ASCAP. Originally, ASCAP had taken the position that sponsored transcribed programs would be cleared at the source for all station broadcasting them, irrespective of whether these stations had ASCAP licenses.

As modified, however, the ASCAP procedure will be to clear at the source only for stations for whom the transcription companies request such clearance. Stations with blanket ASCAP licenses can, under the terms of those licenses, play transcriptions without the necessity for clearance at the source. The broadcasts thus will have been paid for by their 2¾% blanket license fee. Stations for which clearance at the source is requested will be charged at the per program rate of 8%.

Per Program Fee

In its Friday announcement, ASCAP emphasized that under the modified procedure, the individual station now has “sole and complete determination” as to whether any sponsored transcription including ASCAP music shall be cleared at the source. It pointed out that some stations having ASCAP licenses which seek clearance at the source are unwilling to assume the responsibility for performing music on such recordings. In such cases, it stated, the transcription companies will be charged 8% of the station rate for clearances.

Meanwhile, it was ascertained that the Department of Justcie had been asked to look into the transcription clearance matter, because of the conflict as to consent decree requirements. Ed Craney, KGIR, Butte, Mont., is understood to have broached this matter to the Department last Wednesday. The Department's view, it is presumed, will support the position taken by the industry, rather than by certain of ASCAP's spokesmen.

Mr. Craney was in New York last Friday to confer with ASCAP on final phases of the transcription issue.

The NAI group supported the BMI BMI method of optional clearance, but scored ASCAP “all-or-nothing” method, whereby it is not possible for an advertiser using a number of stations to clear the music on a clearance-at-the-source basis for

(*Continued on page 57*)

MAJORITY of board of directors of newly-formed Network Affiliates Inc., organized in Chicago last Tuesday. Seated (l to r) Hulbert Taft Jr., WKRC, Cincinnati, vice-president; Eugene C. Pulliam, WIRE, Indianapolis, president; Leonard H. Kapner, WCAE, Pittsburgh. Standing, Hoyt Wooten, WREC, Memphis; Ronald Woodyard, WING, Dayton; Paul D. P. Spearman, Washington attorney (not a board member); John A. Kennedy, WCHS, Charleston; Luther L. Hill, KSO-KRNT, Des Moines; Don Davis, WHB, Kansas City. Other members of the 12-man board, not present for the photograph, are William J. Scripps, WWJ, Detroit, secretary-treasurer; Ed Craney, KGIR, Butte; H. J. Brennen, KQV, Pittsburgh; Edgar Bill, WMBD, Peoria. The group will serve until April, when NAI holds its convention.

unwise precedent for small and large stations alike.

The Sanders bill, (HR-5497) now in the House, came in for a share of the discussion. While it was felt some of the provisions of the bill are acceptable—namely that part providing for a clarification of the Commission's power—the measure in its present form is not endorsed because it contains a joker which acts to the advantage of the clear-channel stations, it was asserted. This joker, it was said, is the clause which, in effect, provides for freezing of broadcasting facilities at present operation—with the exception of the clear-channel stations.

A legislative committee was appointed to take charge of the superpower issue as well as the Sanders Bill. The committee was instructed to study the bill and make recommendations to the House Committee on Interstate & Foreign Commerce when the bill comes up for hearing in January.

That NAI will oppose certain provisions of the Sanders Bill in the hearings was regarded as likely. It was charged, among other things, that the NAB had "blindly supported" the Sanders Bill, without appreciating all of its implications.

Apropos FCC activity, NAI, according to its statement, "pledged itself to present to the FCC its views and experiences on current problems affecting the industry, and to cooperate with the Commission in formulating regulations which will stimulate the growth and development of the American system of broadcasting."

A Committee to negotiate for reduction of line charges was selected. However, the membership of both committees has not been completed. The opinion was expressed that the AT&T might voluntarily reduce line rates if the committee became active.

Music Problems

The music situation came in for an airing, especially in respect to clearance at the source of transcriptions. Both Sidney M. Kaye, BMI executive vice-president, and ASCAP General Manager John G. Paine were invited to make brief talks.

Mr. Pulliam who has been one of the prime movers in the new organization will serve as president until the first part of April when the first annual meeting is scheduled tentatively in Chicago. A board of 12 directors, three affiliated with each of the four networks was selected as follows: NBC-Red affiliates—Ed Craney, KGIR, Butte; W. J. Scripps, WWJ, Detroit; Eugene C. Pulliam, WIRE, Indianapolis. NBC-Blue — Ronald Woodyard, WING, Dayton; Luther L. Hill, KRNT, Des Moines; H. J. Brennen, KQV, Pittsburgh. CBS—Hoyt Wooten, WREC, Memphis; John A. Kennedy, WCHS, Charleston; Edgar Bill, WMBD, Peoria. MBS—Donald Davis, WHB, Kansas City; Hulbert Taft Jr., WKRC, Cincinnati; Leonard H. Kapner, WCAE, Pittsburgh.

A show of hands indicated that all but two present at the meeting intended to become permanent members. Mr. Pulliam received about 20 telegrams from persons unable to attend but expressing a desire to join the organization.

In addition to those mentioned, among others present at the meeting were Don Searle, KOIL-KFAB, Omaha; Harold Dewing, WCBS, Springfield, Ill; Harold Dahl. WKBH, LaCrosse, Wis.; Benedict Gimbel Jr., WIP, Philadelphia; H. Dean Fitzer, WDAF, Kansas City; E. E. Hill, WTAG, Worcester; E. L. Hayek, KATE, Albert Lea, Minn.; John J. Gillin Jr., WOW, Omaha; Henry W. Slavick, WCM, Memphis; William Gillespie, KTUL-KOMA, Tulsa-Oklahoma City; Bill O'Neil, WJW, Akron; Arthur B. Church, KMBC, Kansas City; Stanley Hubbard, KSTP, St. Paul; Walter J. Damm, WTMJ, Milwaukee; Wiley P. Harris, WJDX, Jackson, Miss.; Campbell Arnoux, WTAR, Norfolk; Forrest P. Wallace, WWJ, Detroit.

Others at the meeting included: Verl Bratton, WREN, Lawrence, Kan.; Gordon Gray, WSJS, Winston-Salem; Warren P. Williamson, Jr., WKBN, Youngstown; Martin Leich, WBOW, Terra Haute; F. C. Eighmey, KGLO, Mason City, Iowa; Glenn DeL. Snyder, WLS, Chicago, KOY, Phoenix; Haydn Evans, WTAQ, Green Bay, Wisc.; Harold M. Loeb, WFDF, Flint, Mich.; R. H. Swintz, WSBT, South Bend; Dorrance Roderick, KROD, El Paso; Leslie C. Johnson, WHBF, Rock Island, Ill.; Jack M. Draughon, WSIX, Nashville; John J. Dixon, William R. Traum, WROK, Rockford, Ill.; Owen Saddler, KMA, Shenandoah, Iowa; Lester Lindow, WFBM, Indianapolis; E. K. Cargill, WMAZ, Macon; Ed Yocum, KGHL, Billings, Mont.; Jack Price, WBNS, Columbus; S. E. Adcock, WROL, Knoxville; George Coleman, WGBI, Scranton; F. E. Fitzsimmons, KFYR, Bismarck, N. D.; Ben Ludy, WIBW, Topeka; Ed Allen, WLVA, Lynchburg; Joe Maland, WHO, Des Moines; Roger Clip, WFIL, Philadelphia; Arthur Bright, KFPY, Spokane.

RUTHRAUFF & RYAN NAMED BY LIFEBUOY

LEVER BROS. Co., Cambridge, Mass., on Jan. 1, 1942, will shift all advertising for its Lifebuoy soap and shaving cream products from Wm. Esty & Co., New York, to Ruthrauff & Ryan, New York, agency which handled the account until Dec. 1, 1939.

During 1940, while Esty was in charge of Lifebuoy, Lever Bros. spent $209,507 to promote the soap on CBS, a 59-station hookup weekly for the half-hour program, *Meet Mr. Meek*. The series vacationed during the summer of 1941 for six weeks, returning to CBS Oct. 8 in its present period, Wednesday, 7:30-8 p.m. Also for Lifebuoy, Lever Bros. sponsors *Hollywood Premier*, with Louella Parsons and guest stars, on 71 CBS stations, Friday, 10-10:30 p.m.

Standard to BBDO

STANDARD OIL Co. of California, San Francisco, placing advertising through McCann-Erickson, that city, for 28 years, has appointed BBDO as its agency, effective Jan. 1, 1942. R. L. Hurst will be the BBDO San Francisco account executive. Firm currently sponsors the weekly half-hour *Standard School of the Air* on 32 Pacific Coast Don Lee stations, Thursday, 11:30-12 p.m. (PST), as well as the once per week *Standard Symphony Hour* on that same list of stations, Thursday, 8-9 p.m. (PST).

WHEB, Portsmouth, N. H., has installed a new 6,000 volt DC Collins power transformer, purchased from Collins Mfg. Co., Cedar Rapids, Iowa.

Washington State Fee Claims Settled

Over $250,000 Is Involved In Back Royalty Charges

ASCAP CLAIMS amounting to approximately $250,000, accumulated during the last four years during which time the score of stations in Washington State paid no royalties, were dropped with the amicable settlement of the anti-ASCAP litigation in the State a fortnight ago.

It was learned authoritatively that ASCAP had agreed to drop these claims against stations in the State which negotiate performance contracts proffered since the major network agreements last month. Presumably those that do not take licenses will be called upon to adjust back payments due.

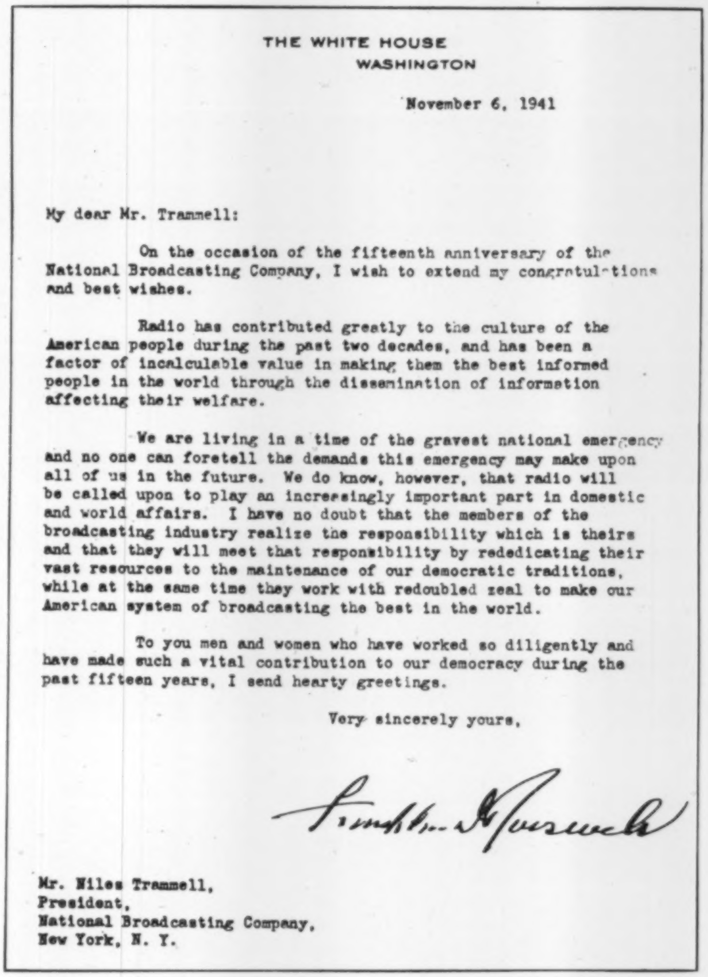
Card Index Accepted

The settlement was reached when ASCAP dropped its litigation against the 1937 Washington State anti-ASCAP statute, requiring it to file with the Secretary of State a catalog of compositions available for licensing, among other things. The State accepted the ASCAP card index as sufficiently comprehensive to comply with this statute, it was understood.

The settlement reached in Washington State appeared to be at variance with the practice being invoked by ASCAP in connection with other licensees over payments due ASCAP. At the special convention of Network Associates Inc. in Chicago last Tuesday [see page 7], it was stated that ASCAP has ruled that stations which do not settle their accounts cannot take out ASCAP licenses. In certain quarters this was viewed as contrary to the terms of the consent decree entered into by ASCAP with the Department of Justice.

High Officials Ease Doubts of Industry

Renew Confidence Of Government In Medium



THE WHITE HOUSE
WASHINGTON

November 6, 1941

My dear Mr. Trammell:

On the occasion of the fifteenth anniversary of the National Broadcasting Company, I wish to extend my congratulations and best wishes.

Radio has contributed greatly to the culture of the American people during the past two decades, and has been a factor of incalculable value in making them the best informed people in the world through the dissemination of information affecting their welfare.

We are living in a time of the gravest national emergency and no one can foretell the demands this emergency may make upon all of us in the future. We do know, however, that radio will be called upon to play an increasingly important part in domestic and world affairs. I have no doubt that the members of the broadcasting industry realize the responsibility which is theirs and that they will meet that responsibility by rededicating their vast resources to the maintenance of our democratic traditions, while at the same time they work with redoubled zeal to make our American system of broadcasting the best in the world.

To you men and women who have worked so diligently and have made such a vital contribution to our democracy during the past fifteen years, I send hearty greetings.

Very sincerely yours,

Franklin D Roosevelt

Mr. Niles Trammell,
President,
National Broadcasting Company,
New York, N. Y.

UNCERTAINTY over the effect of the wartime economy on day-to-day operations of the industry has been dispelled in large measure by recent pronouncements of top public officials.

Observance of NBC's 15th anniversary Nov. 15 was the occasion for renewed expressions of confidence in Broadcasting by the American Plan by President Roosevelt, and other high ranking officials identified with the war emergency and with communications.

As the war tempo increases there has been detected in the broadcasting industry growing concern about the ultimate fate of commercial broadcast operations, particularly in the light of tightening up of Government regulations, unavailability of materials for construction and maintenance, and increased demands for time by Governmental agencies, old and new.

Executive Praise

While the President, in a letter to Niles Trammell, NBC president, commended the pioneer network on its anniversary and renewed his expressions of faith in the ability of the industry to meet the emergency load, the industry found greatest solace in the statement of Undersecretary of War Robert P. Patterson, on the same occasion.

Participating in the three-hour NBC anniversary broadcast, Mr. Patterson not only paid high tribute to broadcasting but in unvarnished language said it was the Government's intention to keep broadcasting "exactly as it is". His remarks carried weight because the War Department, under existing statutes, assumes full control of all domestic communications in time of national emergency. Broadcasting, under these blueprints, falls directly under the aegis of the Army. Col. Patterson, as second in rank in the War Department, is the top operations official of the Army.

From Secretary of the Navy Frank Knox, charged with control of external communications, also came assurances that the Government did not propose to molest commercial broadcast operations as such. FCC Chairman James Lawrence Fly likewise added his plaudits to the work of radio during the emergency in the NBC party.

The President [see facsimile of letter] said it was clear that radio "will be called upon to play an increasingly important part in domestic and world affairs". But he added he had no doubt that members of the industry realized the responsibility and that they will "meet that responsibility by rededicating their vast resources to the maintenance of our Democratic tradition, while at the same time they work with redoubled zeal to make our American system of broadcasting the best in the world."

Col. Patterson commended radio for having performed "one of the most brilliant public services in its history in reporting the development, the training and the achievements of the new Army of the United States".

The importance of radio in the national scene was emphasized by the Army chieftain. It has made every American citizen a listener "in the highest councils of the nation" and has "given him a voice in those councils which he did not have before. Radio has helped to make this the best-informed nation in the world."

Fifteen years ago, Col. Patterson recalled, each section of the country would get a different picture of a given situation according to the papers it read. Only a few people got a picture of the whole situation. "Now the entire nation is given the facts and given them impartially, all sides have a voice, and the nation is given that picture almost simultaneously."

In totalitarian countries that condition does not obtain, Col. Patterson said. There the common citizen is unimportant. He hears only what he is supposed to hear. "He may be shot for listening to broadcasts from overseas," he observed.

Pointing out that NBC celebrates its anniversary in a somber time, "when forces of darkness are at large in the world", Col. Patterson said the greatest weapon we have, which the dictators would destroy first, "is the weapon of free, enlightened and universal discussion, the voice of the people itself".

Then came his assurance to the industry. He said:

"And so on this anniversary of the founding of the National Broadcasting Co., we underline the importance of the priceless gift each and every one of us has when he turns on his radio and is instantly in touch with what is going on in his Government, what is going on in his Army. That is one of the things we believe in keeping exactly as it is. And we are going to keep it that way."

Tribute From Knox

Secretary Knox, after commending NBC's "willing and enthusiastic cooperation with your Navy", added his tribute to the fine public service of the American System of broadcasting during the emergency. He said radio today finds itself in a position of greater importance to the nation than ever before in its brief but crowded history. Along with other media, it is doing its part to bring about "that unity of determination, unity of effort, and unity of ideals, which must culminate in this nation's unity of purpose".

What was interpreted as a plea for avoidance of reforms at this time was seen in Secretary Knox's added observation:

"When our national security is threatened—that is not a time to stop and argue over personal opinions. In this present hour, all of us must feel the desire to do his utmost for the common good."

IN THE NBC studios in Washington as the network celebrated its 15th anniversary are President Niles Trammell, left, and Undersecretary of War Robert P. Patterson who saluted NBC for the War Department, Nov. 15.

(*Continued on page 47*)

OPM Names Radio Advisory Group

New Group Consists of 29 Representatives of the Industry

APPOINTMENT of a 29-member radio industry advisory committee within the Office of Production management organization, representing manufacturers covering the whole range of radio production, was announced last Friday by Sidney J. Weinberg, chief of the OPM Bureau of Industry Advisory Committees. Committee appointments made by OPM were based on recommendations offered at an Oct. 30 meeting of OPM officials with radio manufacturers.

Working from the production viewpoint, as contrasted to the operations approach of broadcasters and utilities, the new group will function in an advisory capacity to the OPM Priorities Division, providing expert information on manufacturing requirements and possibilities. Members of the advisory committee probably will make recommendations subsequently for appointments of other industry representatives to subcommittees.

Members of Group

Regarded as representing a cross-section of the radio manufacturing industry, the new committee includes in its membership: Benjamin Abrams, Emerson Radio & Phonograph Corp.; W. R. G. Baker, General Electric Co.; M. T. Balcom, Hygrade Sylvania Corp.; W. J. Barkley, Collins Radio Co.; A. Bloom, General Instrument Corp.; H. C. Bonfig, RCA Mfg. Co.; Roy Burlew, Ken-Rad Tube & Lamp Corp.; H. W. Clough, Belden Mfg. Co.; Allen B. DuMont, Allen B. DuMont Labs.; P. V. Galvin, Galvin Mfg. Co.; Larry Gubb, Philco Radio & Television Corp.; K. D. Hamilton, Isolantite Inc.; W. P. Hilliard, Bendix Radio Corp.; H. J. Hoffman, Westinghouse Electric Co.; J. J. Kahn, Standard Transformer Corp.; L. L. Kelsey, Stewart-Warner Corp.; R. H. Manson, Stromberg-Carlson Telephone Mfg. Co.; J. M. Marks, Fada Radio & Electric Co.; Victor Mucher, Clarostat Mfg. Co.; L. F. Muter, Muter Co.; Harold L. Olesen, Weston Electrical Instrument Corp.; W. F. Satterthwaite, General Dry Batteries Inc.; Ernest Searing, International Resistance Co.; S. N. Shure, Shure Bros.; Ray Sparrow, P. R. Mallory & Co.; R. C. Sprague, Sprague Specialties Co.; Arthur E. Thiessen, General Radio Co.; S. T. Thompson, Zenith Radio Corp.; A. S. Wells, Wells-Gardner Co.

Meantime reported plans to develop an advisory clearing-house on priorities matters for broadcasting and communications, from the operations viewpoint, under supervision of the Defense Communications Board, remained in status quo.

It is known that a directive, which would authorize broad recommendatory and advisory powers in DCB, still is being considered by officials of OPM and the Supply Priorities & Allocations Board. However, it is understood, the OPM legal department has not completed consideration of various aspects of the proposition, a prominent problem of which is the demarcation of authority [BROADCASTING, Nov. 3, 10, 17].

Problems of Authority

With the switch of OPM from the priorities system to direct allocations, following an impossible supply situation arising from the constantly broadening authorization of priorities on an industry-by-industry basis, it has become apparent that the functions of such organizations as the OPM Radio Industry Advisory Committee and the projected DCB operation will become increasingly important. With allocations promised on an intelligent canvass of needs, involving necessarily a rationing of various types of service and production, the need for expert information and interpretation on supply and demand certainly will be felt by priorities officials.

PLANNING GROUPS APPOINTED BY NBC

RESULTS of the elections of Red and Blue network station planning and advisory committees were announced last Friday by NBC as follows: Red Network—Paul W. Morency, WTIC, Hartford, District 1; James D. Shouse, WLW, Cincinnati, District 2; O. L. Taylor, KGNC, Amarillo, District 5; Arden X. Pangborn, KGW, Portland, District 7, with runoffs to be held in Districts 3, 4 and 6.

Blue Network—Harry Wilder, WTRY, Troy, District 1; Harold Hough, KGKO, Ft. Worth, District 5; Howard Lane, KFBK, Sacramento, District 7, with runoffs to be held in Districts 2, 3, 4 and 6.

Loren Watson Resigns From Position at IRS

RESIGNATION of Loren Watson as general manager of International Radio Sales, subsidiary of Hearst Radio Inc., was announced last Friday by Maj. E. M. Stoer, general manager of Hearst Radio. Mr. Watson, who has headed IRS since July, 1938, has not announced his future plans.

Maj. Stoer's announcement follows:

"It is with regret that Hearst Radio Inc. announces the resignation of Loren Watson as general manager of International Radio Sales, effective Nov. 29, 1941.

"Mr. Watson's successor has not yet been selected.

"The activities and policies of International Radio Sales will continue as heretofore under the supervision of E. M. Stoer, pending naming of Mr. Watson's successor."

RADIO COVERAGE planned to date for the 46th Annual Congress of American Industry to be held Dec. 3-6 by the National Assn. of Manufacturers at the Hotel Waldorf-Astoria, New York, will include three broadcasts on Mutual, two on CBS and one on NBC,

FILMS explaining scientific principles in simplest terms by employing animated cartoons feature a new television show, *Science in Action*, which made its bow last Wednesday on WBNT, NBC video station. Technique is an adaptation for video from a similar method used by Prof. Charles E. Gus, of New York U Engineering School to illustrate his classroom lectures.

FCC Is Given Rebuke In Resolution at CIO

A RESOLUTION condemning the FCC for purported failure to protect the rights of labor to use of broadcast facilities was submitted Friday at the CIO national convention.

The convention was told the FCC's inquiry into newspaper ownership of broadcast stations had disclosed discrimination "by anti-labor publishers". The FCC was asked to ascertain the degree to which labor unions have been injured through denial of time for labor.

The resolution alluded to the KYA, San Francisco, incident which occupied several days of the FCC newspaper inquiry. Resumption of the FCC probe is scheduled for Nov. 27.

AT&T Strike Postponed; Negotiations Continued

THREATENED strike of employes of long lines division of AT&T, which would result in complete stoppage of all network radio programs as well as other forms of long distance telephone communication has been postponed until Nov. 28 at the earliest. Meantime representatives of the Federation of Long Line Workers will attempt to settle their dispute with the company through negotiations. Agreement to this further postponement of strike action was reached at a meeting of FLLW's national council with representatives of the U. S. Conciliation Service in New York last Friday.

Strike, which would affect 15,000 long line employes was originally scheduled for Nov. 14 [BROADCASTING, Nov. 17] but was deferred when union officers acceded to the request of Dr. John R. Steelman, head of the USCS, that no action be taken until after last Friday's meeting.

Pertussin Series

SEECK & KADE, New York (Pertussin cough syrup), on Nov. 24 starts a series of one-minute live announcements on KGU, Honolulu, and KHBC, Hilo, for 26 weeks. Company is now using announcements on about 25 stations for Pertussin. Agency is Erwin, Wasey & Co., New York.

New Defense Unit To Aid in Policies

Office of Facts and Figures Is Acquiring Personnel

ALTHOUGH personnel plans have not proceeded beyond the organizational phase, it is understood that the newly-created defense agency, Office of Facts & Figures, is laying groundwork designed to make it a far-reaching policy-making agency to coordinate information on defense matters for the American public.

Its function will be to coordinate the work of established Government agencies in presenting a clear and detailed picture, based on bona fide facts of the Administration's defense and foreign policies [BROADCASTING, Oct. 13], with a comparatively small personnel superintending this work, it has been indicated.

Lewis a Consultant

Set up by President Roosevelt in late October, OFF is headed by Archibald MacLeish, Librarian of of Congress. Starting out as an offshoot of the Office of Civilian Defense, headed by Mayor Fiorello H. LaGuardia, OFF has drawn two of its top figures from that agency.

William B. Lewis, CBS vice-president in charge of programs, who was brought to Washington originally as expert broadcasting consultant to OCD Director LaGuardia, has been transferred to OFF as a consultant, along with Capt. Robert E. Kintner, former newspaper columnist who had been transferred by the War Department to OCD, and John Fleming, special assistant to the chief of the Bureau of Agricultural Economics, who recently was loaned to the new agency.

Meservey Joins OFF

Latest addition to the OFF staff is Douglas Meservey, assistant to Bertha Brainard, manager of NBC's program and talent sales department in New York, who has been granted a leave of absence to assist Mr. Lewis in OFF. Other personnel appointments are expected soon, although it has been indicated that in comparison with other defense agencies OFF will have a small staff.

At the time OFF was authorized by President Roosevelt it was emphasized that although its operation would be designed to provide more intelligent information to the American public, it would not operate as a propaganda agency. Rather, it was explained, it would cooperate with established Government press and radio departments to see that they presented a complete and undistorted picture to readers and listeners, as contrasted to incomplete reports or repetition of effort often resulting from lack of a coordinating body.

"POWER IS ONLY HALF OF IT!"

● Maybe we're just a little idealistic, or something, but somehow it doesn't give us much of a kick to be chosen from among other Middle-Western stations just because we "have more power than all other Iowa stations combined".

Sure, that point about power is true. But almost all our friends who've investigated further, are apparently convinced that head-work is at least *half* the reason for WHO's popularity with Mid-Western listeners.

For instance, no other station out this way does so much good-will-building work among state, civic, charitable and public-service organizations. No other station gives so much activity. And no other station offers anything like as much top-notch *entertainment,* both national and local.

Even if we had small power, WHO would still be a stand-out station. So thanks for remembering that we *have* a lot of power—but, in addition, please sort of watch the way we call our plays!

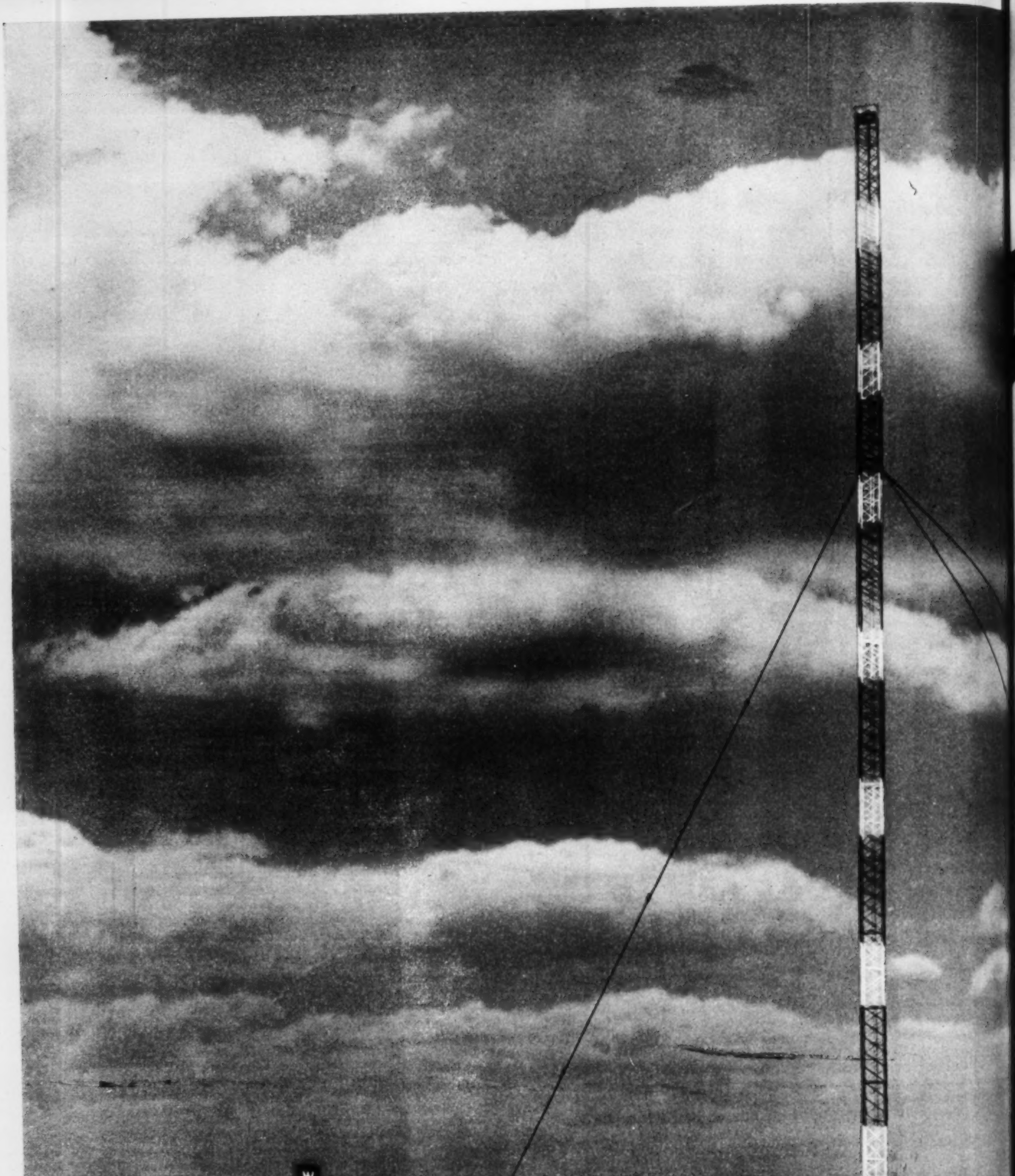
WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



XUM

ow! we can't even whisper below a SHOUT!

People in metropolitan Philadelphia are hearing your program much better these days — if you are using WCAU — because, *now we can't even whisper below a shout.*

We've just built a complete new transmitter on a new site near Moorestown, N. J., at a cost of $250,000. And, ever since we started talking with this new giant's voice, our programs have been booming into the nation's third largest market, *as much as 25 times louder, richer and clearer.*

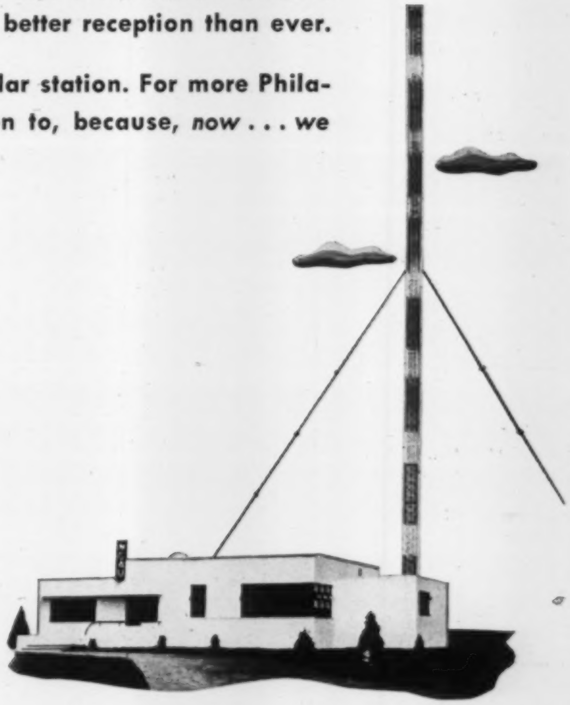
The new WCAU transmitter is only 3.7 miles from Philadelphia, 6 miles nearer than the old one. This proximity . . . plus a new 420 foot tower . . . and the latest RCA high-fidelity 50,000 watt transmitter, enables WCAU to spray *25 mv. or better over the entire city.* Translated, this news means that your program on WCAU is getting better reception than ever.

WCAU has long been Philadelphia's most popular station. For more Philadelphians it's the station that's easiest to listen to, because, *now . . . we can't even whisper below a shout.*

★ The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey

WCAU

50,000 watts in all directions



Philadelphia • WCAU Building, 1622 Chestnut Street . . . New York City • CBS Building, 485 Madison Avenue . . . Chicago, Ill. • Virgil Reiter, 400 North Michigan Avenue . . . Boston, Mass. • Bertha Bannon, 538 Little Building . . . Pacific Coast • Paul H. Raymer Company

Cut of 25% in Fees of BMI Ordered Under New Licenses

General Slash Effective in March for 8-Year Blanket Contract; All Programs Are Covered

A GENERAL reduction of 25% in BMI license fees will go into effect next March for stations accepting the new eight-year blanket licenses, BMI announced last week. Contract, approved the week previous by the BMI board of directors [BROADCASTING, Nov. 17], runs from March 12, 1942, after the expiration of the current one-year licenses, to March 11, 1950, overlapping the ASCAP contracts by several months.

Unlike the ASCAP blanket contracts, which cover commercial and sustaining programs in separate individual licenses, the BMI blanket agreement covers all programs broadcast by the station, both commercial and sustaining. Stations are classified into 19 categories according to income, ranging from Class A stations, with annual incomes of less than $15,000, by $5,000 gradations to Class S stations, with annual incomes in excess of $100,000.

Varying Fees

Fees currently range from 1% for Class A stations to 1.66% for Class S stations, which under the new contracts will be reduced to 0.75% for Class A and 1.2% for Class S, with proportionate reductions for the other classes of stations.

New contracts will include clearance at the source for all network programs, both national and regional, with network fees the same as the maximum station fees, 1.2%. All percentages are to be calculated on the basis of gross income, which is defined by BMI as gross revenue less deductions of time discounts, agency commissions and allowance of 15% for sales expense. The same deductions are also permitted in the ASCAP blanket license contracts before the percentages are calculated.

Per program licenses, which BMI will offer as of next March, follow the same sliding scale as that used in figuring the blanket licenses, with Class A stations paying 3.33% of their gross income from commercial programs using BMI music and Class S stations paying 5.55%. Other classes of stations adopting per program arrangements with BMI will pay fees between these minimum and maximum amounts. This procedure is at variance with the ASCAP per program plan, which applies a flat 8% fee for all commercial programs regardless of the annual gross income of the station.

Programs using BMI music only as a theme, signature or bridge, with less than one complete chorus being used; programs using BMI arrangements of public domain selections and broadcasts of sporting and other public events in which BMI music is used incidentally will, under the BMI per program plan, be charged fees ranging from 0.5% to 1% of the revenue from such commercial programs, the rate varying according to the classification of the station.

The same sliding scale, from 0.5% to 1%, will also be applied to sustaining programs under this plan of license, the fees in this case being calculated on the highest rate card rate for the time of the broadcast. Since these per program fees were established some months ago, it is possible they may be reduced in line with the blanket license fee reductions when the actual contracts are prepared, but this is one of the numerous details which has not as yet been fully worked out.

BMI estimates that even with the reductions its new plan will give the music organization an income in excess of $1,000,000 a year. Both NBC and CBS have pledged themselves to sign the eight-year contracts, subject to the same provision which they made in their preliminary agreement with ASCAP, that their affiliates agree to rebate to the networks a proportionate amount of their revenue from network commercial programs, in this case, 1.2%, as the stations share of the cost of clearance at the source.

Unanimous resolutions of support for BMI, adopted at recent NAB district meetings, indicate that the broadcasting industry is standing solidly behind the musical source of supply it has created, BMI reports, stating that the broadcasters included in the districts where meetings have already been held account for a major part of the BMI income.

BACKED UP several deep during an airport pause by members of the Detroit Lions football team are these three agents, largely responsible for the team's radio success—(foreground, l to r) Lloyd Buhs, vice-president and general manager of Pfeiffer Brewing Co., Detroit, sponsoring Lions games on Michigan Radio Network; Fred L. Mandel Jr., owner of the team and department store executive; Harry Wismer, advertising executive of Maxon Inc., Detroit, agency handling the account. Mr. Wismer also handles the play-by-play accounts of the games for WXYZ and MRN.

Football Clearance Given Individually To Stations Under New ASCAP Policy

AT A SPECIAL meeting last Wednesday, the ASCAP board of directors voted to extend the terms of all officers until April 1, 1942, when the next annual election will be held. The Society's headquarters explained the election of officers is usually held about that time each year, but this year the election was postponed because of the controversy with the broadcasting industry.

Board also clarified the ASCAP stand regarding the use off its music in connection with the broadcasting of football games. From the beginning of the season until the signing of the contracts with NBC and CBS, the Society had granted blanket licenses for such performances to all stations and networks, each week voting to permit these broadcasts without payment or penalty for the coming wek-end games.

Time to Study

On Nov. 7, however, this policy was changed and no such general permission granted, occasioning considerable criticism from the broadcasting industry, which held that the action was too precipitate since ASCAP had not given the broadcasters sufficient time to study and sign their individual contracts [BROADCASTING, Nov. 17].

Following last Wednesday's meeting, ASCAP spokesmen explained that any broadcaster who is interested in taking out an ASCAP license, but who wishes to broadcast football games in the interim, should write to the Society, which will grant him this permission and bill him later on the basis of whatever type of contract he takes out, blanket or per program. This, the Society stated, is fair to the broadcasters and also to the ASCAP membership and will prove a hardship only to those stations who do not intend to take out ASCAP licenses but who had hoped to use ASCAP music on football broadcasts without payment.

Officers whose terms were extended until next April are: Gene Buck, president; Louis Bernstein, vice-president; Otto A. Harbach, vice-president; George W. Meyer, secretary; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary, and Irving Caesar, assistant treasurer.

Signed contracts are coming in from stations at a "satisfactory rate," ASCAP reported, adding that many broadcasters are waiting for explanations regarding this or that clause in the contracts and its application to specific local situations. The pressure of these queries is so great, it was stated, that it will probably be at least another week before the Society's field men go out on the road to contact stations which have not yet signed one form or another of the ASCAP licenses.

BMI Gets Ruling

Upholding the ruling of the New York Supreme Court, the Appellate Division affirmed BMI's right to appear as co-plaintiff with Edward B. Marks Music Corp. in a test suit against ASCAP to determine whether ownership of musical copyrights rests with the composer or publisher and denied ASCAP's motion to have BMI stricken from the suit [BROADCASTING, Sept. 29]. The Appellate Division ordered BMI to file an amended complaint, separating the two groups of composers of music published by Marks included in the suit.

ASCAP last week informed WGN, Chicago, that its members could not cooperate with the station in WGN's prize contest for the "Great American Operetta." One of the contest rules, ASCAP pointed out, specifies that the sponsor "desires to acquire the exclusive rights to perform the winning operetta by radio broadcasting and television," which bars ASCAP members from entering the contest as the consent decree entered into by ASCAP with the Federal Government prohibits any ASCAP member from giving an exclusive license for his compositions. ASCAP told WGN that if this clause were revised in line with the consent decree it would be glad to publicize the contest among its membership.

New BMI Directory

AS AN AID to programming by broadcasters, Broadcast Music Inc. the latter part of November will issue a *Directory of Records*, containing all the records in its Consolidated Record List of January, 1941, and in supplements, except those controlled by Associated Music Publishers and SESAC. The Directory comprises the work of 42 rceord-makers and 91 publishers, with 300 Polish records not previously announced. Native Russian music, composed, arranged and edited by Basil Fomeen, is now available to BMI subscribers through the Am-Russ Music Corp., new BMI affiliate.

Knox Spots

KNOX Co., Hollywood (Cystex), in an eight-week campaign, on Nov. 23 started sponsoring the quarter-hour transcribed series, *Newspaper Adventures*, once weekly on stations located in seven major markets. List includes WSOC WING KROD KGKO WROL WINN KOIL. Agency is Barton A. Stebbins Adv., Los Angeles.

TURN MORE "TIME" INTO MONEY!

Through These EXTRA Selling Features of NBC Thesaurus!

IF you want to sign up sponsors fast, of course you have to give them "names"—names such as Allen Roth, Sammy Kaye, Horace Heidt, Carson Robison, Harry Horlick, and the host of other top-ranking stars in *NBC Thesaurus*.

But remember, it takes *more* than name talent alone to sell a sales-wise sponsor! . . . and to catch the ears of radio-wise listeners.

Variety of Music

For one thing, your program offerings need *scope*. You get it in *NBC Thesaurus*. The range of Thesaurus music includes swing and sweet, military-band, symphonic, hillbilly, sacred and novelty selections—close to 2,500 selections in the basic library today. New releases add 75 to 80 selections monthly. From them are built balanced, unified, musical programs of every variety—written and produced with the skill that you expect from "The Program Center of Radio." They help the most modest budget blossom out into a well-rounded, highly-rated station schedule.

Skillfully-Produced Programs

What's more, *NBC Thesaurus* now provides sparkling continuity for 71 program periods (approximately 25 hours) each week—26 outstanding shows! And NBC helps you *sell* these features, by providing a colorful, dramatic presentation in portfolio form for each of your salesmen, a sales manual and a complete publicity kit.

Finest Reproduction

And wait until you hear the quality of *NBC Thesaurus* recordings. NBC ORTHACOUSTIC puts your shows on the air with all the flavor and character of *live* sound.

Yes, it takes *more* than just "names" to build a listener-pulling schedule and to sell a sponsor—and Thesaurus has what it takes. So if you want to sell *to* sponsors and *for* them as well, get aboard the *NBC Thesaurus* bandwagon now. Write today for presentation, availability, rates and audition records.

NBC THESAURUS

(A Treasure House of Recorded Programs)

RADIO RECORDING DIVISION, NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

Facilities Swapped By WOV, WNEW

Bulova Expected to Enter the Regional Net Field Shortly

EXCHANGE of power, call letters and transmitting equipment between WOV and WNEW, New York, recently authorized by the FCC [BROADCASTING, Nov. 17], will take place at 12:01 a.m. Dec. 1, it was announced last week. With the transfer, Greater New York Broadcasting Corp., present operator of WOV, begins operating WNEW, which will retain its headquarters at 501 Madison Ave., New York, and its present program schedule, but which will then operate fulltime on 1130 kc with 10 kw. power, using the present WOV transmitter at Kearney, N. J. Wodaam Corp., now operating WNEW, will take over the WOV call and will operate on 1280 kc. with 5 kw. from the WNEW transmitter at Carlstadt, N. J.

Same Studios

WOV under the new arrangement will continue to broadcast from studios at 730 Fifth Ave., New York. New WOV schedule will comprise programs designed to appeal especially to the Italian-American audience from 7 a.m. to 5 p.m. From then until midnight, WOV will broadcast an elaborate musical variety program, including all types of music from opera to swing and featuring both live and recorded music.

Following this exchange in New York, it is anticipated that Arde Bulova, owner of Greater New York Broadcasting Corp. and a stockholder in Wodaam Corp., will shortly enter the regional network field with his American Broadcasting Corp. With WNEW as the key station, programs will be fed to ABC stations WCOP, Boston; WNBC, New Britain; WELI, New Haven, and WPEN, Philadelphia, it is understood, although no definite details were available last week. Full time operations of WCOP, which is currently testing its new transmitter, are expected to begin about Dec. 1, after which the new regional network will be ready for service.

Lady Esther Looking

LADY ESTHER Ltd., Chicago (cosmetics) is understood to be seeking a 7-7:30 p.m. spot on NBC-Blue for a second network show, to feature Freddy Martin's Orchestra. Both NBC and Pedlar & Ryan, New York, agency in charge, admit negotiations have been taking place, with the network seeking to clear the desired time. It is also understood that CBS is putting in a bid for the new show. Company sponsored Freddy Martin on that network a few weeks last summer previous to the start of *Orson Welles* on 63 stations, Monday 10-10:30 p.m.

MEMBERS OF NAB's DISTRICT 6 dined during their meeting in Memphis last Monday and Tuesday. Lined up in rows at table are (first row, left front to back) Frank E. Chizzini, NBC; Claude Barrere, NBC Thesaurus; Dan Rodgers, Raymond Spector Adv. Agency; Hugh M. Smith, WAML; Bob McRaney, WCBI; James Eatherton, WCBI; L. M. Sepaugh, WSLI; Jess Swicegood, WKPT; Herbert Denny, Standard Radio; F. E. Bolls, KELD; Second Row: C. K. Beaver, KARK; John M. Outler Jr., WSB; Frank Pellegrin, NAB; Storm Whaley, KUOA; K. F. Tracy, KLRA; Joseph C. Gannon, WMSL; M. L. Medley, WHUB; William Reeves, WHUB; Leonard Coe, KLRA; Carl Haverlin, BMI.
Third Row: John R. Pepper, WJPR; Hollis Woote
WREC, F. C. Sowell Jr., WLAC; George Porte
Washington radio attorney; John McCormack
KWKH-KTBS; Jacob F. Weintz, Tide Magazin
Rev. F. A. Cavey, S. J., WWL; W. H. Summervill
WWL; Fourth row: O. W. Jones, WQBC; Mr
Frank P. Cashman, WQBC; E. A. Alburty, WHBQ
Fred P. Pfahler, WROL; Harry Nides, WROL
John Reese, WROL; W. A. Wilson, WOPI. Stand-
ing (l to r) are Roy Wooten, WREC, Neville Miller
NAB; Edwin W. Craig, WSM; James C. Hanrahan
WMPS; Enoch Brown, WMC; Sheldon B. Hick
Jr., NBC; Mrs. C. J. Wright, WFOR; C. J. Wright
WFOR; Wiley Harris, WJDX; Harry Stone, WSM

NAB District Meetings Score Federal 'Compulsion', Purchase of Defense Ads

ACTING on a report of industry problems presented by NAB President Neville Miller, members of NAB District 6, meeting in Memphis last Monday and Tuesday, indicated unanimous support of long-term BMI licenses, opposition to the FCC's new network regulations, and support for revisions to the Communications Act as would be accomplished through such legislation as the Sanders Bill. Similar action developed at the District 13 meeting last Wednesday and Thursday at Dallas.

With 69 registrants, the District 6 meeting was presided over by Edwin W. Craig, executive vice-president of National Life & Accident Insurance Co., licensee of WSM, and an NAB director. Group sessions were held Tuesday by sales managers and program directors-news editors. The latter session, a feature of all the district meetings this fall, was conducted by Bill Bailey, of the radio branch of the War Department Bureau of Public Relations. Ed Kirby, NAB public relations director now on leave as civilian head of the radio branch, attended the Dallas meeting.

Reaffirming industry policy for cooperation in the national defense effort, on a gratis basis, the District 6 delegates scored the practice of "certain (government) agencies in requesting from stations detailed reports concerning programs and announcements used by stations, believing such requests to be kin to dictation and compulsion." Also adopted by the membership was a resolution "expressing opposition to the discriminatory purchase of paid advertising campaigns by Governmental agencies in competing media for the promotion of the national defense effort."

The attendance list at the District 6 meeting in Memphis included:

H. V. Anderson, WJBO; C. K. Beaver, KARK; Claude Barrere, NBC Thesaurus; F. E. Bolls, KELD; Enoch Brown, WMC; Mrs. Frank P. Cashman, WQBC; Rev. F. A. Cavey, S. J., WWL; Frank E. Chizzini, NBC; Leonard Coe, KLRA; B. C. Conway, WQBC; Edwin W. Craig, WSM; J. Roy Dabadie, WJBQ; Herbert Denny, Standard Radio; James Eatherton, WCBI; Joseph C. Gannon, WMSL; James C. Hanrahan, WMPS; Wiley P. Harris, WJDX; Carl Haverlin, BMI.

Sheldon B. Hickox Jr., NBC; Birney Imes, WCBI; O. W. Jones, WQQC; J. C. Liner Jr., KMLB; W. H. Lancaster, WJHL; M. L. Medley, WHUB; Neville Miller, NAB; Bob McRaney, WCBI; John McCormack, KWKH-KTBS; Harry Nides, WROL; John M. Outler Jr., WSB; F. E. Pellegrin, NAB; Fred P. Pfahler, John Reese, WROL; Bill Reeves, WHUB; Dan Rodgers, Raymond Spector Adv. Agency; Jess Swicegood, WKPT; L. M. Sepaugh, WSLI; Hugh M. Smith, WAML; F. C. Sowell Jr., WLAC; Harry Stone, WSM; W. H. Summerville, WWL.

K. F. Tracy, KLRA; M. K. Vickrey, WMSL; Storm Whaley, KUOA; F. E. Wilkerson Jr., WSLI; W. A. Wilson, WOPI; Hollis Wooten, Roy Wooten, WREC; C. J. Wright, Mrs. Wright, WFOR; Carter Parham, WDOD; Ken Marsh, WJHL; Bentley B. Mackay, Dept. of Agriculture; Joe Eggleston, WMC; Bill Bailey, War Department; E. A. Alburty, WHBQ; John R. Pepper, WJPR; E. Pournelle, WHBQ; Jack Parrish, KOTN; Ted J. Fontelieu, WSMB; Charles F. Dilcher, John Blair & Co.; Crystal Brown, Hamilton Noland, Winston Dustin, WSM; Allen Jackson, WMC; Allen Lacy, WJDX; George Porter, Washington, D. C.; Thomas Cox, J. P. Beard, KBTM.

Sunkist on 10

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist lemons), in a four-week campaign which starts Nov. 24 will use two spot announcements daily, seven days per week, on a group of stations in 10 major markets. Agency is Lord & Thomas, Los Angeles.

WHAS Signs New Pact
ABTU Wins FMD Vot

PROVIDING wage increases of
to 75%, WHAS, Louisville, h
completed a new employme
agreement with Associated Broa
cast Technicians Unit of IBE
(AFL), according to an announc
ment last Friday by Russ Renna
er, ABTU business manager. T
agreement, with Local Union 12
succeeds an expiring agreeme
with an independent association
WHAS engineers under whi
they have worked for several yea
While the old agreement requir
15-year service to qualify for t
wages, the new contract requir
only 2½ years. It is estimated th
about 85% of the technicians n
employed will qualify immediat
for top salary. Negotiations for t
station were handled by Mark E
ridge and Lisle Baker Jr., and M
Rennaker and William Blant
president of the local, for the uni
Announcement also was made
ABTU that an election conduct
last Friday by the 5th region
office of NLRB, covering tech
cians employed by WFMD, Fr
erick, resulted in victory for t
union. Conducted by secret ball
the election was one of the m
speedy conducted by the NLR
Stipulation for consent electi
was signed by Edward F. Knig
international representative
ABTU, and Laurence Leonar
WFMD, president.

KRAFT CHEESE Co., Chica
through J. Walter Thompson C
Hollywood, has signed Mary Mar
film actress and singer, as a perman
feature of the weekly NBC *Kr*
Music Hall, effective with broadc
of Jan. 1. She replaces Connie B
well who leaves the show for a p
sonal appearance tour.

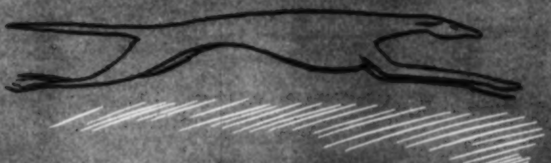
One of America's greatest local programs

★ ★ ★

★ ★ ★

The 920 CLUB

WORL



BOSTON, MASS

Price Sees Press In Improved Role

Warns Newspaper That Radio Has Public Acceptance

SPEAKING of the relations of press and radio, Byron Price, executive news editor of the Associated Press, told the national convention of Sigma Delta Chi, professional journalistic fraternity, in New Orleans Nov. 15 that the newspaper of the future, if it is to stand as high as newspapers have stood in this country for a century, will sift its news reports far more carefully and leave "the field of fidgity reporting and hasty conclusion to its newer and less experienced compatriot."

Mr. Price said that the public had found a use for radio, that publishers could not afford to discount the importance of radio or be blind to its progress, but that the radio was not likely to replace the newspaper at the family fireside.

The convention at its last meeting named Palmer Hoyt, publisher of the Portland *Oregonian*, operator of KEX-KGW, as president, and Barry Farris, editor of INS, as vice-president, and made distinguished service awards to Cecil Brown, CBS foreign reporter, and Dr. Paul Lazarsfeld, director of radio research, Columbia U.

Prize for Cairo Pickup

Mr. Brown was the recipient of the fraternity's radio news writing award for his broadcast from Cairo of the German parachute invasion of Greece and how King George of Greece escaped from his besieged capital. Dr. Lazarsfeld received his award in recognition of the research in journalism in his book *Radio & the Printed Page*.

Mr. Price, speaking at the fraternity's annual banquet, said,

"We still turn to the newspaper pages, over and over again, for confirmation and for that lasting and satisfying conviction which somehow is inherent in the arrangement of printer's ink on paper, and somehow is only faintly imitated by words which come from nowhere and vanish into nothingness before we can be sure we have understood them."

"There is something fundamental in the reliance of the American public on newspapers for authentic news," Mr. Price said. "In these times, of all times, the great majority of readers want a place of sure refuge. They want protection from propaganda, and from false alarms which travel the waves of international communications and come rolling into the homes on the wings of rumor, surmise and wishful thinking."

As for newspapers themselves, Mr. Price said better writing, better photography, better printing, better public relations and better public education in the art of reading newspapers were prime needs today.

OPENING of W53PH, Philadelphia, was attended by notables as the FM outlet of WFIL took the air. Among participants were (l to r) Samuel R. Rosenbaum, WFIL and W53PH president; Robert L. Johnson, president of Temple U; Roger W. Clipp, vice-president and general manager of WFIL and W53PH; George H. Johnson, chairman of the WFIL board; Maj. Edwin H. Armstrong, FM inventor.

CHALLENGE TO GRID GUESSERS

KDFN Proposes Naming Best Prognosticator on Basis of Bowl Game Selections

EDITOR, BROADCASTING:

In a spirit of good fun, we'd like to issue a challenge through the columns of BROADCASTING, on behalf of the KDFN Football Board, or any other football forecast group presenting its prognostications by radio, to meet our Monday Morning Quarterbacks at the year's end, in a Brain Bowl contest to determine which board may be entitled to the title as U. S. Radio Football Forecasting Champions for the year.

Our plan is this: The KDFN Football Board will huddle around its Crystal Ball sometime around the middle of December, after the schedules have been completed for the various bowl games, and will come up with its predictions on the outcome of these games. These predictions will be mailed to BROADCASTING to reach you by Dec. 28.

Picking the Champ

Any other forecast group which cares to accept the challenge is invited to do the same, with any entry received after noon (EST) Dec. 28 ineligible.

Then, if we may presume on your generosity, we will leave it to BROADCASTING to determine which forecast sheet is the most accurate, on the basis of predicting the winners, and the scores. Whichever forecast group has the best average, is entitled to the Brain Bowl Championship, as the No. 1 Radio Football Forecast Board in the nation. The only requirements are these: The forecast list for the Brain Bowl contest must include the names of the forecasted winners, and the scores, and it must be submitted by a forecast group which has been regularly presenting its forecasts by radio during this 1941 football season.

And now, something about the KDFN Football Forecast Board. It was organized four years ago, by this station, to give Casper football experts and Monday Morning Quarterbacks an opportunity to display their ability as prognosticators. An 11-man team of experts is organized at the beginning of the season. Early each week, each judge on the board is provided with a list of the 50 outstanding football games coming up each weekend. He returns his predictions to the station by mid-week, and KDFN tabulators tally the forecast sheets, naming the winner in each game on a majority basis. The team getting the greatest number of votes from football judges is forecast as the weekend winner. Predictions are presented on a Thursday evening quarter-hour show, in which three or four judges take speaking parts each time, to present, in mock court fashion, the board's predictions on the outstanding games of the week. So far this season, the board has scored an average, including the week ended Nov. 8, of 82.57%, which we believe is one of the outstanding football averages in the nation, and one that will stand comparison with that of any other group competing on a comparable basis, on the 50 outstanding games each weekend.

The board has been organized four years, and is sponsored this year by the Casper Brewing Company, and Kistler's sportsman's headquarters in Wyoming, both of Casper. Board membership includes Dr. T. J. Drew, Alfred Clowry, W. H. (Post) McGrath, A. V. Crater, C. H. Thompson, Glen Richey, Ray Dame, Louis Keefe, Perry Luellen, and C. M. Crowell. One is a dentist, another a lawyer, four are connected with oil companies, one is a florist, another is in the grocery business, one is employed by a big trucking company, and one is a pharmacist.

The KDFN Board includes four seniors, and the rest juniors and sophomores chosen from the ranks of Casper's business and professional men who are students of football. Our freshman squad this year was very disappointing, inasmuch as the board is not yet old enough to have an active alumni group able to send us outstanding freshman talent each year.

In the meantime, with an 82.57% average for the 1941 season, up and including the week of Nov. the KDFN Football Forecast Bo challenges any similar group produce a better average for season.

HARRISON BREWER,
FREDERIC HUFSMITH,
Head Coaches
The KDFN Football For
Board, KDFN, Casper, W

Editor's Note—Sure, BROADCA will be glad to accept entries, to the above conditions, and ar for an impartial judge. Qualified prognosticators are invited her to submit their predictions to Fo Board Judge, BROADCASTING M zine, 874 National Press Bldg., Wa ington, D. C.

Murrow Honored

EDWARD R. MURROW, ace CBS foreign correspondent, was honored last week by the national Greek letter fraternity, Kappa Sigma as "Man of the Year."

FOOTBALL LIKERS

WOR Survey Shows Both Me And Women Listen

DIVISION of men and w listeners to football broadcasts almost equal, according to the la est findings of WOR's Continuin Study of Radio Listening Greater New York, which reveal that in every 10 homes checked, persons were found listening to radio, consisting individually of men, 12 women and 3 childre Sunday seems to be "top s period of the week," the study ported, with sets-in-use on th day proportionately greater th during many of the so-called d nant weekday evening liste periods.

Programs slanted towards income groups do not always low income listeners. WOR di ered, while the same thing is parent in shows slanted at h income audiences. Also uncov was data proving that of the New York favorite programs quarter-hour and half-hour c gories, one to four locally prod and slanted shows are leaders.

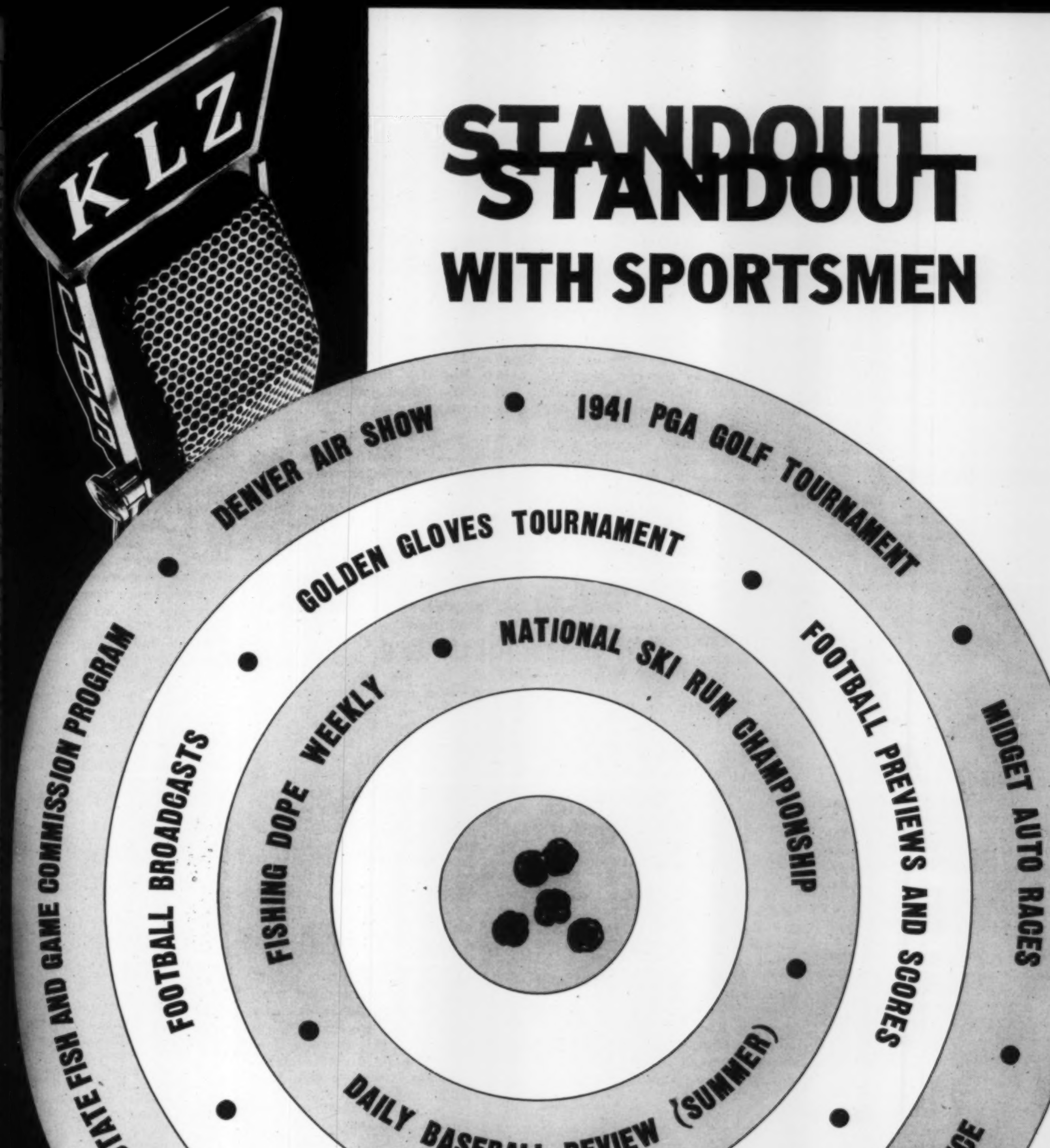
Further analysis by WOR specific income group program peal, tends to minimize long-est lished belief that any one t period need be dominated by popular show. If likes and di in the varied income groups studied, therefore, program b ers can slant local show patte to successfully compete with c rent big show audience accum tions.

Italian Block Out

ARRANGEMENTS made betwe WBYN, Brooklyn, and Il Progr so Broadcasting System Inc., N York, whereby IPBS on Dec. would start daily presentation a six-hour block of Italian p grams on the station were ca celled last week, with no reas for calling off the prospective d given by WBYN officials. IPB started by Generoso Pope, publi er of *Il Progresso Italio-Am cano*, New York Italian newsp per, was incorporated some w ago as an independent comp

THIRD PRODUCTION on the t scribed dramatic series *Whea Playhouse* sopnsored on a group of tions by Wheatena Corp., Rahw N. J., will be "Jane Eyre", star with the Nov. 24 broadcast of the times weekly broadcasts. Agency Compton Adv., New York.

STANDOUT STANDOUT WITH SPORTSMEN


KLZ
DENVER AIR SHOW
1941 PGA GOLF TOURNAMENT
GOLDEN GLOVES TOURNAMENT
NATIONAL SKI RUN CHAMPIONSHIP
FOOTBALL PREVIEWS AND SCORES
MIDGET AUTO RACES
WEEKLY STATE FISH AND GAME COMMISSION PROGRAM
FOOTBALL BROADCASTS
FISHING DOPE WEEKLY
DAILY BASEBALL REVIEW (SUMMER)
WESTERN AMATEUR GOLF TOURNAMENT
HUNTING MAP AND GAME LAW SERVICE

In Sports, as in *all* programming, KLZ is Denver's STANDOUT station. Capped by Denver's First Annual Sportsman's Show—which had all Colorado talking!—KLZ's 1941 Sports schedule hits a new high in variety and completeness . . . keeps the attention of free-spending sports-lovers constantly fixed on this station.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Tall Shoes and Still Taller Tales

Morgan's Mutterings Proving Effective Sales Medium

By CHARLES L. ROTHSCHILD

President
Consolidated Adv. Agency

IN OUR NEWSPAPER advertising for Adler Elevator Shoes, we have always stressed the appeal, "Now you can be almost 2 inches taller the instant you put them on". Morgan paraphrases it, "Now you can be almost 2 inches taller the instant you put them on . . . *if you stand up in them!*"

And that's the tip-off on the kind of a job Morgan (*Here's Morgan*, WOR, New York, 6.45 to 7.00 p.m., Monday to Saturday) does for Adler Shoes for men. We submit carefully conceived scripts, submit them to office-response, go over them word for word with our client . . . and then tune in hesitantly and fearfully (and hopefully) to see what Morgan is going to do to them.

Caustic and Cryptic

Sometimes he claims a script is too innocuous to rate air time and viciously and audibly tears it up, substituting his own cock-eyed version of a sales talk. He has expressed caustic but definite opinions regarding the probable habits and origin of men who would wear bright colored shoes (Adler knockabout shoes in ten colors). He has told listeners that it bores him to read store addresses . . . "Get a bloodhound and locate an Adler store for yourself".

But no matter what he does . . . no matter whom he insults—including listeners, our commercial script department or the sponsor, to whom he refers as Old Man Adler . . . Morgan sells Adler Shoes. Which makes him the white haired boy with everybody concerned.

After a year of increasingly successful newspaper advertising had demonstrated the existence of a definite market for a shoe that would make men "almost 2 inches taller", we decided to enlist the mass appeal of radio with an appropriation practically equal to our newspaper budget. After weeks of discussion and consideration of various programs, a two-week trial of *Here's Morgan* was decided upon.

An instant response was noted in every one of Adler's stores throughout the New York metropolitan area. The expression, "Morgan sent me" became a buy-word among customers. Mail inquiries were received from remote corners of the Eastern section of the country. It was apparent that what used to be referred to as the 12-year-old intelligence of the radio public had matured to a point where it clamored for Morgan mania . . . a sophisticated, satiric, subtle type of humor.

The diversity of this radio-born customer group is amazing. A colored porter who previously had been refused a job that was "in the bag" because he was too short. (P. S. He got the job when he bought Elevators.) The man whose girl was showing signs of wandering because he was too short. The professional dancer whose act was marred only by the fact that his partner was taller than he was. Men from every walk of life walked into Adler stores, said, "Morgan sent me", slapped down $12.50 (now $12.95) and walked out in a blaze of glory and self-confidence inspired by a couple of inches of added height.

Frequent Conks

As "Old Man Adler" himself—Jesse Adler, president of Adler Shoes for Men—expresses it, "I am trying to locate the nurse who dropped Henry on his head when he was a baby. She deserves a medal. Except for her inspired carelessness, Morgan may have grown to *normal* manhood. In that event, we would not have had to expand our production facilities to accommodate the faithful followers of his gospel. It is a little known fact that WOR employs a little man with a green beard and a big hammer to shadow Morgan 24 hours a day. Every time Henry shows the slightest sign of returning sanity, little old green-beard conks him with the sledge".

We recently offered a football booklet via Morgan. "Don't send any money", he said. "Don't send a reasonable facsimile. Don't send a box top. Just write the name Adler on a penny post card and mail it to Morgan, WOR, New York". A week later Henry was tearfully pleading with his audience to stop asking for football books, "because Old Man Adler is getting a sore arm from signing postage checks".

And post cards were in the minority! Most of the requests were in the form of letters—running as long as four typewritten pages. Some were embellished with ornate drawings . . . others tried to out-Morgan Morgan. "We don't like football, but if it will make Old Man Adler happy and feel better, send one along". "Send a football book and I'll tear it up and listen to you anyway". "Your program is the only one my fox terrier listens to regularly". "Do you think Adler Elevators will ever replace the old-fashioned fish bowl; and what do you feed them?".

Piquant Plugs

Here are a few excerpts from typical Morgan commercials. Maybe you can figure out what makes them click. We just accept them silently as blessings from the air in the form of increased sales.

"A man walked up to an Adler Elevator Shoe and said, 'What kind of a heel are you, anyway?' And the Shoe said, 'I'm an ordinary heel and proud of it!' The heels are no higher . . ."

"If any of you men listening to me (always presuming, of course, that someone is listening to me) are of short or medium height and would like to be taller —as who wouldn't (except a six-foot soldier in a five-foot trench) here are two suggestions: (1) You can place a rope around your neck, throw the end of it over a convenient tree and pull away. In this way, you can became as tall as you want to, but it isn't quite cricket because there's several feet of space between your feet and the ground. Besides, you may wrinkle your collar. The other way—and the one I recommend—is to change to Adler Elevator Shoes".

"A guy's dame give him a fast brush on account she's taller than he is. Well, he deserves it. Any guy who's dumb enough to take the height Nature gave him in a short-changing mood don't deserve nothin' better. Listen, chum. Now you can be taller than she is . . . simply by changing your shoes . . .

If these are radio commercials I'll take spinach. But based o results, they're broccoli . . . s who are we to cast asparagus?

Morgan may want to know, "i it's colder in Alaska than it is i the winter?" but we know that hi type of humor pays dividends That's why we expect to be "bac on the old corner in front of th cigar store" where Morgan claim his program originates just as lon as there's a wooden Indian ther to give some semblance of sanity to the assemblage!

MR. ROTHSCHILD

FM AND SWEATERS caused the traffic jam in Worcester recently when WTAG and its FM adjunct W1XTG staged the first public demonstration of frequency modulation in the Massachusetts city. The "sweaters" were five Hollywood starlets billed as "The Sweater Girls". The FM demonstration was sponsored by GE, Zenith, and Stromberg-Carlson. That's announcer Del Camp on the left and then June Preisser, Mary Healy, Cecilia Parker, Barbara Pepper and Ann Nagel. No reason given for the absence of their favorite garment on the latter three.

Burns & Allen Addin Keystone Disc Outlet

LEVER BROS. Co., Cambridg Mass. (Swan Soap), last Frida added 129 stations of the Keystone Broadcasting System, a tra scription network consisting smaller stations in secondary ma kets throughout the country, t carry via transcription the *Bur & Allen* show, originally air Tuesday 7:30-8 p.m. on 117 NBC Red stations.

To be played Friday evenin 10 days after the line broadcas the discs cut directly from the o iginal show are heard at 9 p. in the EST zone; 8 p.m. in the CS zone; 7 p.m. in the MST zone a 8 p.m. in the PST zone. Deal w set by Young & Rubicam, Ne York, agency in charge, and Alvi Austin, sales representative, a Michael M. Sillerman, president KBS.

Coast Wine Test

ITALIAN SWISS COLONY, As Cal. (wines), recently started test campaign on KSFO, S Francisco, using five-minute ne periods and 260 transcribed a nouncements. According to Lansdale, account executive Leon Livingston Adv., age handling the account, the spons may expand to other stations the conclusion of the test.

OPEN to both men and women, a tion-sponsored course in radio ope ing will be started Nov. 19 by WOC West Yarmouth, Mass. Course will conducted by Rodney A. Merrill, ch engineer, 7:30-9:30 p.m. Wednesd and Fridays for 15 weeks. Tuiti charge for the course will be $7.50.

From the desk of—
F. C. SOWELL

MEMO

To the Time Buyer:

We believe it would be worth your while to know that 12 ½ minute announcements on our station at 6:30 A.M. brought 3,400 replies from listeners in 834 towns scattered over 18 states. The offer was on nothing more than a "free picture". That's pretty good, but just watch our smoke when we step up to 50,000 Watts!

WLAC*
Nashville, Tenn.

* WLAC is represented nationally by the Paul H. Raymer Company

Commercial Growth of NBC is Shown in 15th Year Study

Production on Red and Blue Networks Triples in Period; More Time Devoted to Public Service

TOTAL production on NBC's Red and Blue networks has nearly tripled during the last 15 years, the research division revealed last week, after compiling figures from old-time files for release in conjunction with the network's celebration of its 15th anniversary. Chief reason for the increase seems to be the expansion of the broadcasting day to 18 hours, the additional split network programs and regional production on the Pacific Coast.

Music, which constituted nearly two-thirds of all program time in 1926, now represents about half the total broadcast time, although actually there are twice as many hours devoted to music now as in November, 1926. At that time NBC's schedule did not include a single news or special events broadcast, while now NBC devotes some 34 hours a week to news summaries, commentators, foreign pickups and special events. Because of daytime serials, dramatic programs have grown from 3 hours a week in 1926 to approximately 65 hours a week now.

Public Service

Fifteen years ago, five hours weekly were devoted by the network to talks and discussions of public questions, while today 27 hours a week are given over to such broadcasts. Such daily series of health exercises as sponsored by the Metropolitan Life Insurance Co. in 1926 have disappeared from NBC schedules, with the quiz type of program, not established until 1937, now a dominant form of broadcast in 1941.

NBC's time sales 15 years ago were about one-twentieth of those of today. The Blue network had nine sponsors, using from two to five stations apiece, whose combined weekly bill for time was $8,380. The Red, with 17 clients, several of them using hookups of as many as 15 stations, had a weekly gross time sale of $35,755. Average Blue network for commercial programs comprised three stations as against 57 today, while the Red average has similarly increased from nine to 55.

Average number of station sponsored hours for Red network programs has grown from 149 per week in 1926 to 3,709 in 1941. In the same period the Blue average has increased from 24 hours per week to 1,443. In 1926 15% of broadcast time was devoted to commercial programs; today sponsored broadcasts use 27% of the time.

A program analysis of the number of hours for the week 15 years ago for both the Red and Blue networks, develops the following:

Type of Program	*1926*	*1941*
Music	90	180
Talks and Discussions	5	27
News and Special Events	0	34
Drama	3	65
Variety	6	28
Quiz	0	4
Sports Events and News	5	9
Womens and Children	7	15
Religion	10	4
Farm Service	4	5
Physical Training	6	0
Total Program Hours Per Week	136	371

Breakdown of Red and Blue sponsors and their facilities charges per week as of 15 years ago shows:

Blue Sponsors in 1926

Advertiser	*Program*	*Number of Stations*	*Cost of Facilities*
Willys Overland Motor Co.	Willys Overland Hour	2	$850
Champion Spark Plug Co.	Champion Sparkers	3	980
Pennsylvania Railroad	Pennsylvania Hour	2	790
Thos. Cook & Sons	Travel Talks	3	615
First National Pictures	Voice of Silent Drama	2	495
Royal Typewriter Co.	Royal Music Hour	4	1,230
Breyer Ice Cream Co.	Breyer Hour	2	850
Baldwin Piano Co.	Baldwin Hour	3	1.040
Maxwell House Coffee Co.	Concert Series	5	1,530
		TOTAL FOR ONE WEEK	$8,380

Red Sponsors in 1926

Advertiser	*Program*	*Number of Stations*	*Cost of Facilities*
Met. Life Ins. Co.	Setting Up Exercises	4	$2,590
Great A&P Co.	A&P Gypsy Ensemble	10	2,070
Dennison Mfg. Co.	Dorothy Wright	4	290
Scott & Bowne	The Vikings	14	2,130
Bruger Bros. Co.	Jolly Buckeye Bakers	8	1,430
National Carbon Co.	Everready Hour	15	2,935
U. S. Playing Card Co.	Auction Bridge Games	15	2,640
Davis Baking Powder	Davis Saxophone Octette	8	1,145
Bristol-Myers Co.	Ipana Troubadours	9	1,625
Smith Brothers	Trade & Mark	11	1,790
Schickerling Prods.	Schickerling Crystal Gazers	4	950
Cliquot Club Co.	Cliquot Club Eskimos	11	2,885
Goodrich Rubber Co.	Silvertown Cord Orch.	15	3,345
LaFrance Mfg. Co.	LaFrance Orch.	10	1.520
Whittall M. J. Assoc.	Whittall Anglo Persians	14	2 055
Fansteel Prods. Co.	Balkite Hour	11	3,035
Atwater Kent Mfg. Co.	Atwater Kent Hour	15	3,320
		TOTAL COST ONE WEEK	$35,755

STARS AT THE BREAKS

Teaser Announcements on WNEW Programs

WNEW, New York, has developed a new teaser technique for its station breaks. The station, one of the first users of musical call letter jingles, now presents its identification calls through the transcribed voices of well-known WNEW artists.

Every hour on the hour WNEW stars will call listeners' attention to their individual programs and at the same time announce WNEW's position on the dial, along with the station's 24-hour slogan, i.e., Martin Block's trailer states: "This is Martin Block reminding you that it is *Make Believe Ballroom* time every weekday morning at 10 and each evening at 5:30 over WNEW, New York, serving New York and New Jersey 24 hours a day."

P&G GIVING TIME TO DEFENSE CAUSE

PROCTER & GAMBLE Co., Cincinnati, one of the nation's heaviest users of radio, will donate time from its various sponsored programs to the Office of Emergency Management for defense purposes.

According to announcement from Bernard C. Schoenfeld, chief of the radio section of OEM, arrangements have been completed with W. H. Ramsay, advertising manager of P&G, for dramatized spot announcements to be used to inform the public of defense information emanating from the Office of Emergency Management, Office of Production Management, Office of Price Administration and the Office of Civilian Defense.

The OEM announcement said the central characters in P&G daytime serial shows also will discuss defense information. All of the material will be from one to one-and-a-half minutes in length, and will be written by the radio section of OEM.

According to Mr. Schoenfeld programs using the OEM material will include *Vic & Sade; Against the Storm; Ma Perkins; The Goldbergs.*

WFIL, Philadelphia, has entered into a contract with Katz Agency to act as national sales representative for the station in all markets outside of Philadelphia. The contract becomes effective Dec. 15.

New Laboratories Dedicated by RCA

Princeton Project Under Way On NBC's 15th Birthday

ON THE SAME day NBC celebrated the conclusion of 15 years of broadcasting, RCA laid the cornerstone of its new RCA Laboratories at Princeton, N. J., a fact brought out by David Sarnoff, chairman of the board of NBC and president of RCA, speaking at the ceremony Nov. 15 via radio from the *SS Matsonia* in mid-Pacific.

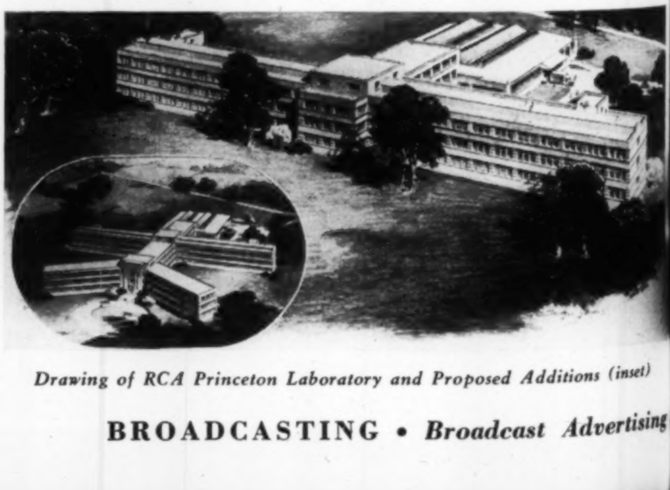
Paying tribute to radio scientists in outlining the objectives of the new laboratories, Mr. Sarnoff declared that "both research and broadcasting are dedicated to public service . . . with those in radio finding a deep satisfaction in helping to make the talent and genius of the scientist and artist of benefit to people elsewhere."

Defense Function

Officiating at the ceremonies was Maj. Gen. J. G. Harbord, chairman of the board of RCA, who spoke of the importance of scientific research to national defense as well its industrial application during the peace-time to come. In laying the cornerstone, Gen. Harbord sealed into place an airtight lead box containing radio and electronic devices, including an iconoscope, kinescope, cathode-ray tube, microphone, loudspeaker and small personal RCA radio; also literature representative of current developments in radio.

Otto S. Schairer, vice-president in charge of RCA Laboratories, presiding, introduced Gano Dunn, member of the RCA board of directors, who discussed the significance of the laboratories in opening new frontiers for industrial activity. In conclusion Mr. Schairer paid special tribute to the scientists and eigineers "who will give life" to the buildings, which are to be constructed this winter and completed in the summer of 1942.

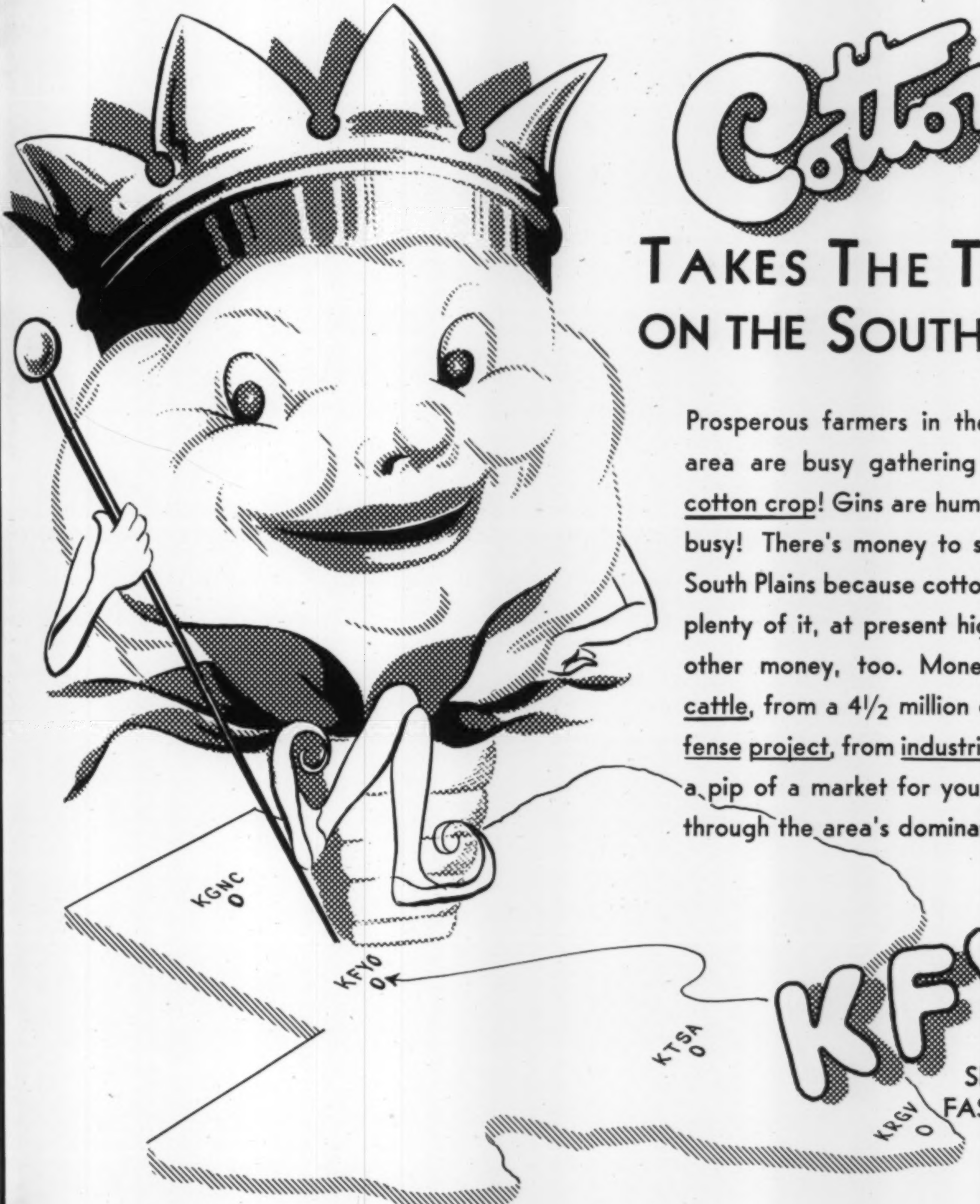
Preliminary costs of the main building, T-shaped three story structure to be erected first, will exceed $1,000,000 for some 250,000 square feet of floor space. The addition to be made later will be Y-shaped with a wide approach in front to the Lincoln Highway.



Drawing of RCA Princeton Laboratory and Proposed Additions (inset)

Cotton

TAKES THE THRONE ON THE SOUTH PLAINS



Prosperous farmers in the Lubbock, Texas area are busy gathering an 800,000 bale cotton crop! Gins are humming! Everybody's busy! There's money to spend here on the South Plains because cotton means cash, and plenty of it, at present high prices. There's other money, too. Money from oil, from cattle, from a 4½ million dollar national defense project, from industrial sources. Here's a pip of a market for you, easily accessible through the area's dominating station—

KFYO

SERVING TEXAS'
FASTEST GROWING
MARKET

Get The Attractive Combination Rate
On These Four Close-knit Stations. . . . . The Taylor-Howe-Snowden Group

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

Up From a Bread-Board--KDKA's Tale

Technical Pioneering of Pittsburgh Station in the Last 21 Years

By DWIGHT A. MYER

Chief Engineer, KDKA, Pittsburgh

FOR SOME curious reason we are apt to assume a smug air of amused tolerance when looking back over the work of the early radio experimenters. In the light shed by the engineering advancement of later years, we lose sight of the fact that knowledge of the science then was limited.

Mr. Myer

The first broadcast of KDKA, Pittsburgh, took place using the equipment formerly employed by Dr. Frank Conrad in broadcasting from his home in Wilkinsburg. This transmitter was a bread-board layout with 50-watt tubes being used in the oscillator. A six-wire flat top antenna was strung between a pole and a steel smoke stack, with the lead-in wire coming down to a room in the penthouse on top of the K building, East Pittsburgh Works of Westinghouse E. & M. Co.

1,000 Volts, Really!

A little later a transmitter was built to replace that loaned by Dr. Conrad. This new transmitter was more commercial in appearance, and used 50-watt tubes in both the modulator and oscillator circuits. These 50-watt tubes, it can be remembered, had the plate leads coming out of the top of the tube—50 watts in those days was relatively high power and proper insulation had to be provided in tube construction. Power to energize the transmitter was obtained from a direct current generator, the output voltage being in the neighborhood of 1,000 volts—out of the ordinary at that time.

In the following year, 1921, a new and larger transmitter was constructed and the radio service to the KDKA listeners further improved. This installation consisted of two 250-watt tubes in the radio frequency stage and modulated by three 250-watt air-cooled tubes of the same type. The modulator itself was driven by a 50-watt audio amplifier in turn fed by a two stage amplifier, all audio amplifiers being resistance coupled.

Incidentally, resistance coupling at that time was known to be the best method of amplification, inasmuch as it afforded the highest form of fidelity and distortion-free transmission. At this point we have KDKA transmitting on 500 watts, or a wavelength of 326 meters. 360 meters was the wavelength assigned to broadcast stations in those days and many other stations which had sprung up throughout the country were required to use the same wavelength.

Radio listeners' troubles started early, and as might be expected there was considerable interference at times, due to all stations being on the same point on the dial, and jamming of each others' broadcast often happened as a result. While 360 meters was the wavelength assigned, KDKA and other early stations took the liberty to deviate a bit and occasionally wandered around the dial endeavoring to find a clear place to sit down.

Ah! 4,000 Volts!

KDKA finally lit upon 326 meters and by more or less gentlemen's agreement other stations respected this spot and sought other points of vantage from which to do their broadcast, all of course in the general vicinity of 360 meters. A wavemeter was used by KDKA to pick its "spot" and this was the first form of frequency or wavelength indicators used.

Never satisfied with the present state of conditions, Westinghouse engineers sought further improvements, and in the latter part of 1921 remodeled the transmitter. Two direct current generators were hooked up in series. Each generator delivered 2,000 volts DC, and by putting them in series their voltages added, giving a total of 4,000 volts available for the oscillator and modulator tube plates. This was a noteworthy advancement. A high-voltage direct current supply presented many difficulties, but was absolutely necessary for the increasing of power of KDKA.

These may not have been the first generators of this voltage to have been built, but they certainly were among the very first, and the Westinghouse Motor Generator Division was extremely proud of them. The chief difficulty in building a 2,000 volt generator was the matter of insulation, and internal breakdowns from this cause were our greatest worry. On some occasions we actually prayed that they would keep running until a program was over. But the fact was that these generators not only stood up extremely well, but even took twice the voltage for which they had been designed, when we coupled them in series.

The transmitter itself had its tubes in the oscillator changed from two to four 250-watt tubes, while the modulator had installed five 500-watt tubes. This transmitter was the start of a race for superpower. At this time we called KDKA a 4,000-watt station. Whether it would be rated at 4,000 watts by present day standards is another matter, but it was considered as 4,000 watts in 1921-1922 and 4,000 watts it will remain in radio history.

Refinements in the technical side of broadcasting were being made rapidly. Research on tubes was being pushed. The making of the 500-watt tube was a distinct advancement; perhaps higher powers could be reached. Experiments were being contemplated using water for cooling the tubes. Other experiments included sand-blasting of plates for increased power dissipation, larger elements and better spacing of elements, and better choice of materials going into the tubes.

Attention was turned to the development of tube rectifiers, and in May, 1922, the first vacuum tube rectifier for transmitting was employed at KDKA. This was another milestone.

And FM Too!

The first rectifier actually produced the same amount of current as did the direct current generators, but did away with their insulation troubles. And with this new source of power supply, the way was opened for KDKA's next transmitter.

We were beginning to watch closely the frequency drift of the transmitter and for this purpose employed a Kolster decremeter at first, and later a frequency meter especially devised to read and indicate the transmitter frequency, or wavelength as we said at that time. A modulation meter had been installed. This gave a visual indication of the percentage of modulation, or, we might say, efficiency at which the transmitter was operating. This meter was the forerunner of the volume indicator or volume unit meter as used today in all radio stations.

Since there was no automatic alarm system at that time to indicate when some trouble occurred to put the transmitter off the air, double system of receiving sets was employed. Each operator on duty wore headphones connected to a small portable crystal receiver. This receiver he carried about with him constantly. If he stopped hearing the program, he knew the station was off the air.

Headphones had to be taken off however, on some occasions. To cover these periods another receiver was installed, equipped with wha was certainly one of the first loud speakers in history. To operate th loudspeaker a Fleming valve wa employed. This was a predeces of the modern vacuum tube. Pla close to the transmitter, it pick up enough energy to actuate large headphone. The headphone, turn, was attached to a spiral automobile horn of the old "boo boop" variety from which the ru ber bulb had been removed. Th was a 1922 version of the lou speaker.

This whole system of checks a precautions was sometimes valu less because of the casual metho of broadcasting. Time meant not

NAVY HAS NEW RADIO DETECTOR

Trained Personnel Sought for Enlistment for Maintenance of "Radar"

REVEALING development of a new radio device, the Radar, to locate ships and aircraft hidden from the human eye by fog, darkness or distance, the Navy Department last Monday announced that it is seeking enlistments of trained personnel to operate the new instruments. The device was thought to parallel development of the radiolocator being used by the Army and Great Britain, for which recruiting drives for operators have been going on for several months.

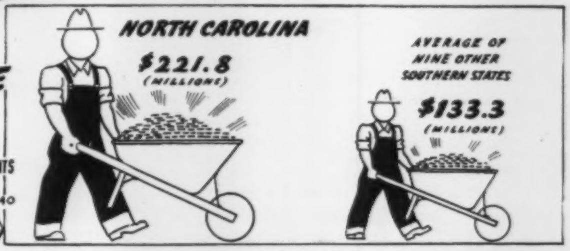
In a letter issued to the Recruiting Service, Rear Admiral C. W. Nimitz, chief of the Bureau of Navigation, emphasized the need for new and skilled personnel for the Radars. Men enlisted for the work will be used as maintenance men, it was indicated. To qualify they must have had experience in the design, construction and operation of amateur or commercial high and ultra-high frequency radio transmitting and receiving equipment, or experience with television and cathode ray equipment.

Applicants with amateur or commercial radio backgrounds, or who hold FCC licenses and who are high school graduates in good physical condition, will be accepted for enlistment as radiomen second class in the Naval Reserve and trained for specialized service, the Navy Department stated. Men who qualify will be sent to special schools for six or eight months for instruction in ultra-high frequency radio. Upon completing this course, they may be advanced in rating up to and including chief radioman and assigned to duty where needed. Pay during the training period is $72 a month and keep, with pay increases paralleling advance to higher ratings.

NORTH CAROLINA is the SOUTH'S GREATEST STATE

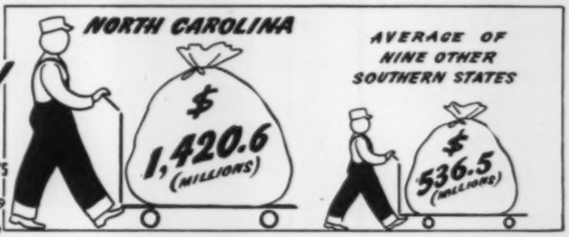
IN AGRICULTURE

CASH INCOME AND GOV'T. PAYMENTS
Source:
Department of Agriculture, 1940



IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS
Source:
Census of Manufactures, 1939



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red
50,000 WATTS

FREE & PETERS, INC. National Representatives

ing to announcers in those days. When a selection was finished there might be a period of dead silence for several minutes before the next was announced. Unable to see whether anything was going on in the studio on such occasions, the engineers would glance hastily at the modulation meter which of course shows no signs of life, and then rush off in all directions to find the "trouble". Their worries were finally over only when broadcasting went on a regular split-second schedule.

Plans were under way for a new and truly superpower transmitting plant for KDKA. This was to have an output of 25 kw., employing water cooled tubes and many other innovations and appurtenances which would go to make up a high powered plant. Two type WO-41 water cooled tubes were used in the ouput or oscillator stage, this being modulated by four water cooled tubes of the same type. The transmitter was a self-excited job and tuned with a hinged turn extending from its large helix tank coil, with white marble panels on the front of each of its four power frames.

Out On the Pike

It took the air during the mid-summer of 1923. Its service for KDKA was doomed to be of short duration. Our design engineers had turned their minds toward the development of a transmitter of even greater power. For this installation they found it necessary to seek a location outside of the plant, and a site on top of a hill on the Greensburg Pike overlooking East Pittsburgh was chosen.

Direct current power was to be obtained entirely from high voltage tube rectifiers. An increase in the number of water cooled tubes in both the oscillator and modulator was called for in increasing the power to an available 50,000 watts. An antenna was erected of diamond shape, using cage antennas to form the diamond. A cooling pond was placed in the open air to cool the water flowing through the high power tubes.

The Hill Station was completed in early August of 1924, and on Aug. 13 went on the air for the first time. The "marble set" in the old K building location was dismantled and shipped to Chicago where it operated under the call letters of KYW, another Westinghouse station located in that city (now in Philadelphia).

About this period there began an era of rapid development and general advancement in the radio science. In 1922, Dr. Conrad constructed and put into operation an experimental shortwave transmitter, 8XS, operating on 100 meters. Thus began the first experimental work of the Westinghouse company using shortwaves. The first set, 8XS, was located on the K building in the East Pittsburgh Works, but in 1924 it was moved to the new Hill Station site.

Shorter Are Better

By 1926 the engineers had investigated the properties of various piezo-electric crystals and in this year the KDKA transmitter was changed from a self-excited circuit to one using a master oscillator. The master oscillator was arranged to operate with a quartz crystal for carrier frequency stabilization. According to some station records still available, crystal control was first used at KDKA for regular broadcast service Sept. 5, 1926.

PIPED TO PRESIDENT

Press Club Dinner Heard at White House

PRESIDENT Roosevelt was kept away from the annual National Press Club dinner Nov. 15, but NBC piped 15 minutes of the show, including a toast to the President by Bill Coyle, radio director of the *Washington Evening Star*, owners of WMAL, Washington, to the President's study.

After the 15-minute portion was over, William D. Hassett, secretary to the President, received a telephone call from Mr. Roosevelt thanking Mr. Coyle and promising himself to sing at the next Press Club dinner and at the same time requesting that the rest of the program be sent to the White House. NBC officials reassembled equipment and continued the program with perhaps the world's smallest but most important audience.

Continuing the work with shortwaves, it was found waves of shorter length were sometimes more successful than longer wavelengths. Operating with KDKA were a number of shortwave transmitters located in the same building, these being tuned to operate on different wavelengths. Wavelengths of extremely short length were investigated as early as 1926, and by 1927 there was installed and operating a 10-meter transmitter. This employed two 861-type tubes with a power of approximately 500 watts. Ultra shortwaves of this nature are still being investigated for use in connection with television and other services. The work done with this 10 meter installation was certainly pioneering in the full meaning of the word.

Experiments of 20's

During 1926 experiments with facsimile or picture transmission were taking place, and in 1928 television using the scanning disc was in regular operation from KDKA. The television transmitter in use at the time operated on approximately 10 kw. with the television picture signal being broadcast on 150 meters. Slides, silent films and talking animated films were used for broadcast material. One picture went out on 150 meters,

(*Continued on page 30*)

Dr. Conrad at Work in His Laboratory

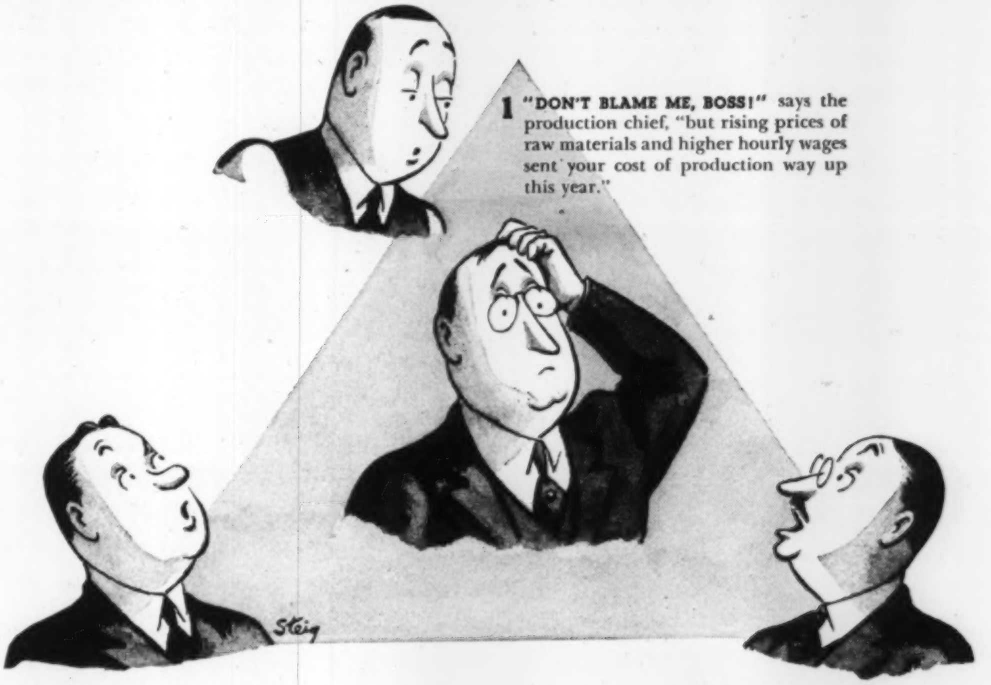
WAVE
REACHES
75
MILLION (Ky.)
PEOPLE!

Without batting an eye, we declare to you that there are 75 Million (Ky.) people in WAVE's primary area! AND that we don't charge you a copper for the coverage! Because the 75 people in Million (Ky.) aren't what you want—it's the 1,331,200 people in the Louisville Trading Area, who account for 17.6% *more* retail sales than the rest of the State combined! . . . All *we* ask is a chance to prove that WAVE is your best coverage-for-cost buy in the *whole* Louisville Area! How about it—soon?

LOUISVILLE'S
WAVE
5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

THERE'S NOTHING "ETERNAL" ABOUT THIS TRIANGLE!

It's strictly a here-and-now problem, with many a good business man caught in the middle



1 **"DON'T BLAME ME, BOSS!"** says the production chief, "but rising prices of raw materials and higher hourly wages sent your cost of production way up this year."

2 **"NOTHING DOING, SKIPPER!"** insists the sales manager. "You can't pass that increase onto the consumer. If you raise prices, sales take a dive!"

3 **"RED INK AHEAD!"** warns the treasurer. "With rising costs of production and virtually static prices, your margin of profit is disappearing fast."

AND THERE IS A WAY OUT—

Lower Your Cost of Distribution . . . By Buying Blue!

Trapped in a triangle? Don't be discouraged! Harder working advertising dollars can lower your cost of distribution and eliminate the necessity of raising prices.

Today's unique economic pattern calls for greater efficiency in advertising expenditures, even in radio, admittedly the most economical of mediums.

And that pattern is made to order for the streamlined Blue Network of NBC because the Blue costs from *11–36% less per thousand listeners* . . . for four very good reasons:

1 Blue stations are located where the buying power is heaviest, strategically placed to cover markets, not areas.

2 Blue power is allocated to conserve your budget, by employing costly high power stations *only* where such power is necessary.

3 "Blueplate" discounts enable you to expand your network with your budget and receive savings up to 20% of your total time cost.

4 Blue evening commercials have reached a *CAB average of over 10.*, yet their average talent expenditure per quarter hour is *44% less than their major network competition.*

The moral—reach more ears per dollar: buy Blue!

WE HAIL: 4 more new Blue advertisers who have signed with us since last month's ad was published:

SMITH BROS.	AP News Broadcasts
P. BALLANTINE & SONS	Three Ring Time
P. LORILLARD & CO.	The New "Old Gold" Show
CREAM OF WHEAT	Breakfast Club

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease

Craven, Horn, Stahlman Are Named Commanders

T. A. M. CRAVEN, member of the FCC; Charles W. Horn, director of development and research of NBC, and James W. Stahlman, publisher of the *Nashville Banner*, were among Naval Reserve officers selected for promotion from lieutenant commander to commander by a recent Navy Board.

Commissioner Craven resigned from the Navy in 1930 as a lieutenant commander, and is a Naval Academy graduate. He returned to Federal service in 1935 as chief engineer of the FCC, being elevated to a commissionership in 1937.

WMCA and New York Times Cooperate In Series of 3-Minute News Bulletins

WMCA, NEW YORK, and *The New York Times* on Dec. 1 will start a cooperative series of three-minute news bulletins, broadcast on the hour each hour from 8 a.m. to 11 p.m. weekdays and at 9 a.m. and 1, 5 and 11 p.m. on Sundays. These newscasts will be prepared by a special *Times* staff under the direction of the paper's news editors and will originate in the *Times* newsroom. In announcing the service, first news broadcasting ever undertaken by the *Times*, its publisher, Arthur Hays Sulzberger, stated:

"The decision of *The New York Times* to establish a radio bulletin service every hour on the hour is due primarily to a desire to keep the *Times* reader in particular and the newspaper reader in general up to the minute with the news. It is our belief that no radio news program can take the place of the newspaper, because the perspective and completeness of coverage that mark the newspaper are impossible to attain over the radio. Yet for bulletin purposes, the radio has become indispensable, and so we decided to embark on this supplementary news service.

Radio Feeds Into Paper

"We have always found that radio feeds into the newspaper. The greater the interest in news events, the greater is the interest of our readers to get a full nonsensational statement of these events. We believe that our readers will welcome the opportunity to hear the news at stated times from a source that they have learned to trust. We will not try to make the news any more exciting than it is. It will reach the listening public unsponsored and thanks to no one save the station and *The New York Times*."

Edward J. Noble, owner of WMCA, made the following statement. "The agreement with *The New York Times* for a news broadcast service is the latest in a series of public service broadcasts inaugurated by WMCA this year. We feel that in these critical days a primary responsibility of radio is to educate public opinion through unbiased information. The place in such a program of a news broadcast service such as that now being inaugurated is obvious.

"It has long been demonstrated that factual, unbiased and impartial news dissemination is an important factor to the welfare of this city. The responsibility of management in radio during these trying days is clearly one of expanding its facilities to make this information readily available. We at WMCA recognize that responsibility as an obligation of an independent station geared to the needs of metropolitan New York as distinguished from a network with nationwide interests.

"Since last January, the policy of this station has been directed toward reflecting the diverse interests of metropolitan New York. Of necessity, this policy must be as flexible as the character of this great city. We move gradually toward that objective with respect for the problems involved in such a policy. The emphasis on public service is a cumulative one. Its effect has been felt in many fields of programming. We have, for instance, sought the elimination of recorded programs and wider use of live talent. We have barred th sale of time to propagandist grou and confined controversial issues t free time where all sides may b fairly represented. We have e tended our facilities to worth charitable, civic and fratern movements.

"In the field of education we ha brought to the air debates and pu lic questions engaging the atte tion of metropolitan New Yor For these reasons, we regard th arrangement with *The New Yor Times* as one of the most importan contributions to education by r dio."

DEEP IN CONCENTRATION are these chess players representing KFI-KECA, Los Angeles, and NBC Hollywood, as they match wits. Monthly contest is held at the former station's studios. Players are (left row, top to bottom), Walter Lonner, NBC traffic department; Gene Dewegeli, KFI-KECA maintenance staff; H. L. Blatterman, KFI-KECA engineer; Alec Petry, NBC music rights; Wilson Edwards, Pete DeLima, Anthony Bernal, Ernest Wilmshurst, of KFI-KECA announcing, writing, maintenance and technical staffs, respectively. (Right row, top to bottom), Seymour Johnson, KFI-KECA chief operator; Max Hutte NBC assistant night manager; Bil Andrews, NBC guest relations director; Jose Rodriguez, KFI-KECA commentator; A. Wilson Lefler NBC traffic division; Floyd Caton NBC sound effects; Seward Spencer, NBC traffic.

Insurance Counsel

JOSEPH PATRICK LEE Assoc. New York (insurance counsellor) which has been conducting quarter-hour question-box quiz program on WAAT, Jersey City, an WEVD and WMCA, New York last week added three addition quarter-hours to the latter statio Mon., Wed., Fri., 11:45-12 noon. I addition, company on Nov. 17 is t start a series of six one-minute liv announcements weekly for weeks on WBYN, New York, an WHOM, Jersey City. Agency i Furman Feiner Inc., New York.

SHOW FOR SALE

45 SLAP HAPPY MINUTES with IRENE

WCAE has a slightly terrific lady screwball, name of Irene. So we built a show around her. Packed it with music, laughs and sales oomph. And it's becoming a quiet sensation among Pittsburgh's "4 million."*

One, two or three quarter-hour strips of Irene's colossus (4 to 4:45 p. m.) are now available to any sponsor with a sense of humor and a few (sales) records to break. Grab your phone or your secretary and tell us where to send complete information.

*Population, WCAE Service Area

WCAE
PITTSBURGH NETWORK
MUTUAL
5000 Watts · 1250 K. C.

The KATZ AGENCY
National Representatives
500 Fifth Ave. · New York, N.Y.

GENCY *Appointments*

JEL Co., Sheboygan, Wis. (dessert, drinks), to Smith & Sweeney, N. Y.

TER BROS. SPORTSWEAR Co., Philadelphia, to Solis S. Cantor Adv. Agency, Philadelphia.

DON MFG. Co., Los Angeles (germicidal lamp), to Hillman-Shane Adv. Agency, that city. No immediate radio contemplated.

STANDARD OIL Co., of Cal. (San Francisco), to BBDO, that city, effective Jan. Plans to be formulated.

-O-BUYS, Los Angeles (national guide), to Davis, Harrison & nds, that city. Spot radio campaign being formulated. Joe Miller is account executive.

Shouse Adds Languages To WLWO's Programs

AUGMENTING the service of WLWO, Crosley international shortwave outlet in Cincinnati, James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, has announced the addition of Swedish, Finnish and Italian-language features to WLWO's schedule of German, Spanish, French and English programs. Operating with 75 kw. from 10 a.m. to midnight daily, WLWO now is transmitting a total of 20 news programs each day, supplemented by music, educational and informational features, according to Mr. Shouse.

Until July, 1941, the station broadcast exclusively to Latin America in Spanish and Portuguese, but additional equipment has been installed for European transmissions. Wilfred Guenther, WLWO general manager, who recently was appointed a consultant to the Office of the Coordinator of Information, headed by Col. William J. Donovan, has been active in assisting the entire shortwave industry in improving broadcast schedules to Europe.

WGEO and WGEA, international stations of the General Electric Co., Schenectady, N. Y., have started shortwave world news to Europe 10 a.m.-6 p.m. six days a week. WGEA's broadcasts are in French, Portugese, and Spanish; WGEO in Spanish, French and English, also continuing its six-day, 15-minute news program in Czech and its Sunday afternoon Greek news broadcast.

Electron Microscope Wins

WINNER in a product design contest conducted by *Electrical Manufacturing Magazine* among American manufacturers has been announced as the RCA electron microscope on the basis of its basic design, external appearance, and a descriptive "award paper" prepared by Theodore A. Smith of the RCA Engineering Products division. In the seventh annual product design number of the magazine, the microscope is pictured with Dr. V. K. Zworykin, Dr. James Hillier, A. W. Vance, C. J. Young and John Vassos, who designed and developed the instrument in the RCA Laboratories.

KMA is "edited" for FARMERS-*not chorus girls!*

● KMA is as different from most radio stations as a farm paper is from a debutante's magazine. It's *edited* for farm people—talks their language and their problems without Oxford accents, gives them *what* they want, *when* and *how* they want it.

That's why farm people both near and far outside a 5000-watter's "normal" radius, listen to KMA as they listen to no other station in the world—respond to KMA farm commercials as they respond to no other farm commercials in the world. Make us prove it—write for the amazing story of KMA programming, mail returns and advertising *results.* You'll have to agree you've never seen *anything* like it.

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

WHEN YOU SEE this –

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 per FAMILY

Compare WTAM'S cost per family with each and every station or combination of stations in the Cleveland Area. First, divide the 15 minute daytime rate of each station by the number of radio families each claims in its Primary Area. Then, check the Surveys for actual listeners. WTAM leads. All day . . all night . . all week. First in coverage but lowest in cost. That's why smart buyers of local, spot and network time make WTAM their first choice.

WTAM
CLEVELAND-OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

KDKA's Tale

(*Continued from page 26*)

the synchronizing tone on 90 meters and the speech accompanying the film on 63 meters.

Another activity being considered at this period was the matter of synchronizing two or more stations on the same wavelength. Out of the developments at Pittsburgh camé the system of synchronization used between WBZ, Springfield, Mass., and WBZA, Boston. This scheme was first put into service in June, 1926.

Another early achievement which certainly should not go unmentioned was the investigation of what Westinghouse engineers referred to as "shifter modulation", now gradually becoming known as frequency modulation. This was being studied by KDKA engineers, and as a matter of record this type of modulation was used on KDKA from April, 1927, through to the first months of 1928.

Only a few listeners, of course, had equipment or were in such a location as would enable them to hear these frequency modulated broadcasts. Such experiments were discontinued on the broadcast long waves and used thereafter in connection with short wave experiments. For many months shifter modulation was employed as a means of keying or modulating telegraph transmitters on the Westinghouse inter-plant radio telegraph circuit.

Some of Each

In the spring of 1928 a shortwave broadcast transmitter operating on 63 meters was so arranged that it was modulated by both amplitude and frequency modulation simultaneously with the regular program being broadcast on amplitude modulation and a special program going out by means of "shifter" modulation.

Methods of operation quite satisfactory in 1925 were outmoded in 1928. Chain broadcasting had started, more stations had sprung up and the belief in superpower as an answer to improved broadcast reception was firmly fixed in the minds of certain engineering authorities.

To provide means of carrying on still further development work, especially along the lines of higher power broadcasting, KDKA was again moved, this time to a site some 22 miles north of Pittsburgh, near Saxonburg, Pa. Here ample facilities were provided for carrying on the researches in high power broadcasting.

At this location much development was done on the 100,000 watt AW-220 tube—the tube which had both its plate and grids cooled by water. A 12-phase mercury arc rectifier (pool type rectifier) was installed for ultra-high power operation. A license 8XAR was granted permitting broadcast experiments up to 400 kw. in power. Class "B" modulation, now in common use, was developed at Saxonburg as well as many other perhaps lesser devices such as the peak eliminator, etc. Numerous experiments in antenna design were conducted, the most famous being the Conrad spray antenna and later the three-quarter-wave verticle tower with its sky wave reducers. This last antenna is still used at KDKA.

The shortwaves were not neglected, but to the contrary were even enlarged as compared with what they had been at the old Hill Station. From Saxonburg signals were broadcast to various sections of the world on a regularly established 16 hour per day schedule. Rhombic antennas, those antennas which make broadcasting on a beam possible, were erected and KDKA became one of the international broadcasting centers of the world.

The Saxonburg location was used for broadcasting from early in 1930 until November, 1939, when KDKA was again moved to its present location in Allison Park.

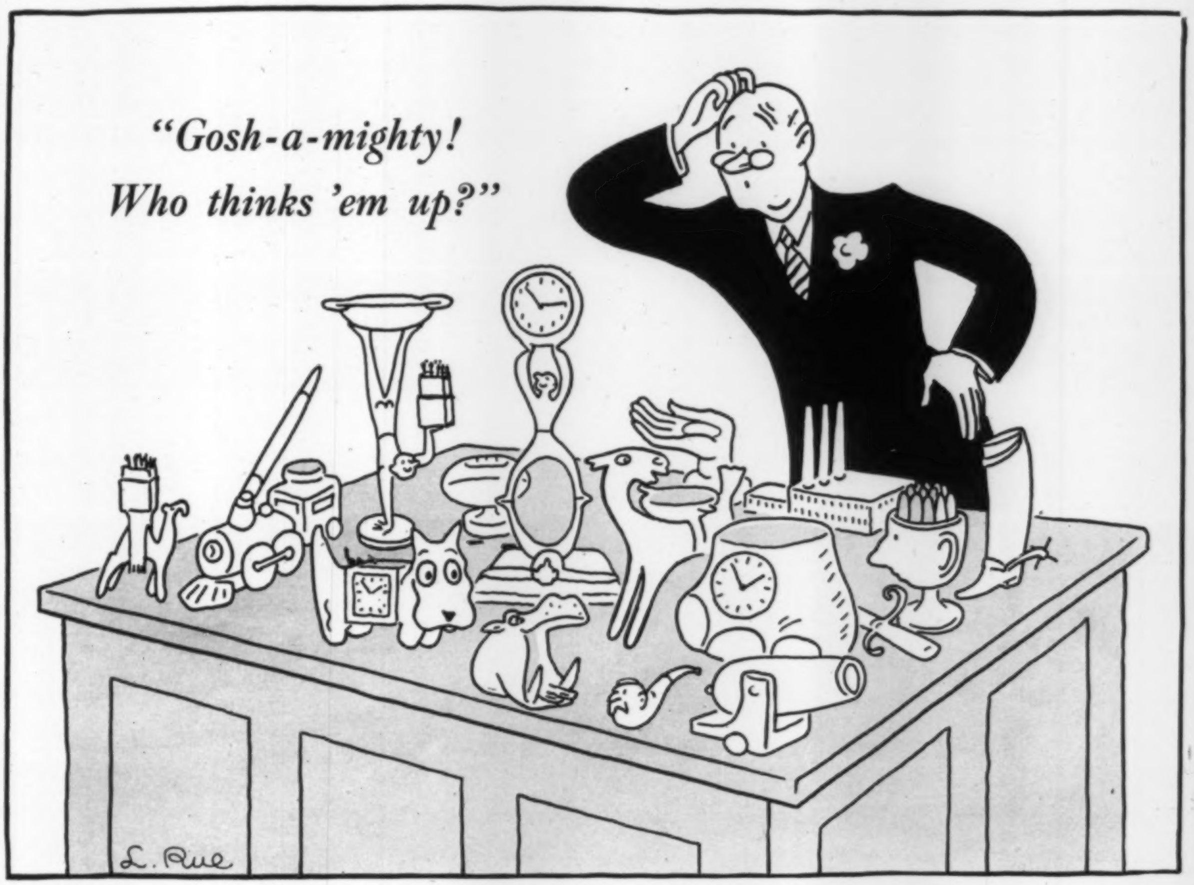
BLITZKRIEGED was Hilton Hodges, newsman of WIBW, Topeka, when the Second Cavalry on Armistice Day made a successful motorized attack on Topeka. Reporter Hodge (center), one of the many hostages taken in the simulated attack, was escorted to the state House by the apparent corporal and sergeant, armed to the teeth. Meantime Art Holbrook, also of WIBW, was broadcasting eyewitness accounts of the attack. The WIBW transmitter and studios were two of the first objectives of the invaders, commanded by Brig. Gen. Harry Chamberlain, of Fort Riley, Kan. Some 1,300 officers and men participated in the successful maneuver.

New WHN Transmitter To Be Dedicated Nov. 28

OPENING of the new 50,000-watt transmitter of WHN, New York, will take place the morning of Nov. 28 as WHN starts operations for the day, while the actual dedication ceremonies and broadcasts will not be held until Dec. 1, it was announced last week by Herbert L. Pettey, director of the station.

Located at East Rutherford, N. J., the new transmitter has been under construction since April 16 under the direction of Paul Fuelling, WHN chief engineer. WHN'S FM station, W63NY, whose transmitter is located at Cliffside, N. J., will start operations with 1 kw. about the first of the year.

NICHOLAS VERONICO, formerly of the Chicago editorial staff of *Movie & Radio Guide*, has joined the Chicago *Tribune* as assistant to Larry Walters, radio editor.


"Gosh-a-mighty!
Who thinks 'em up?"
L. Rue

A long-suffering executive speaks his mind

"Ah me! It happens every year, just about this time—when firms we do business with start sending me Christmas gifts.

"I don't know why they do it. They don't have to. I certainly don't ask them to.

"Over the years, I've accumulated brass toadstool paperweights and non-running clocks—one even set into an elephant's foot. A horse that whistles and holds cigarettes . . . a streamlined train that's a penholder. And a cigar lighter that plays *Yankee Doodle* but won't light. Gosh-a-mighty! *Who thinks 'em up?*

"Most of the gorgeous gadgets people give me cost too darn much money just to throw them away. And besides, only an ungrateful heel would do a thing like that. But brother, I'm getting desperate! I'll either have to build a Gadget Annex to my office or—say! I've got a *better* idea . . .

"If my business friends insist on giving me a Christmas remembrance, why, oh why don't they make it a bottle or so of my favorite whiskey—Four Roses!

"There's the solution to the whole problem! I can take a bottle of Four Roses home with me . . . pull out the cork . . . and pour some out for my good friends to share with me. What's more, I wouldn't be expected to keep a Four Roses bottle on my desk all year, just in case the man who gave it to me drops in.

"Boy, wouldn't it be great if I could jiggle just *some* of the packages that land on my desk this Christmas and hear 'em gurgle!"

HAPPY NEW YEAR
FOUR ROSES
FOUR ROSES

Four Roses is a blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.

WE *Broadcast* LANG-WORTH!

CJRC KEX-KGW WKRC WQAM WJSV WSB KVOO CJCJ WCAO WTAL WFBG CKAC WDRC KTFI WCPO WRUF WWRL CKCO WTIC WSPR WMT WDEL WAAB CFCY KXL KONO KFIO KGCX CJLS KGU WMBD WIRE WINS WJAC WBBM WXYZ WATR WTAG KGNF CFQC KNOW KHBG WIL WHKC WGAC WRBL KSEI KSLM WGST KPFA KZIB KWBW WWJ KJBS KQV WHP WOW WKAR KRLC KFXD KOIN WMFJ WOL KFUO WFAA WRNL KALB KGA KGIR KGBU WMMN WIND KUJ WTNJ WAVE KYSM WHLN KTBS CHNS KFKA WFMJ KXA KALE WITH WRVA KVOS WCHV WILL WHJB KMOX WJJD WBTA WPEN WKBZ KGVO KFI WBAX WKBN WHBF KSO KTAR KGER WTOC WEVD WGBI WHOM WBNS WOKO CFRB KDFN WHDH WBAP KTUC KROW WWNC KPMC WSJS WCBX KRGV WHIS WTMJ KMA KXOK WGH WOSU KTOK KHMO KUOA KDAL WCAB WEEI WAYS WABC KIT KMBC KRSC KSFO WSM WNYC KTKC WRLC WSAI WBAL KSTP WOV WPTF KFRO WEVD WLOK WDBJ WHAM CFLC WMBG WTRY WNBC KVGB WMEX WHK-WCLE KVOR WORK WLAC KROC KVI KRE KELA KDTH KRBM KCKN WRC KFEL WSYB KFVD WATL KFJB WMC KFVS CFRB WFBR WJTN KFYO WQDM WRAW-WEEU KFJM KTSM KFPY CHRC WTCN WKPT WAAF WJW CHAB CFRN KRNT WREC KVAK KFRU WMAL KCMO WMFR WSTV KFYR KILO WWVA WJBC WING WIBW WLVA KRIS WMPS WHLD KFH KIEM WJLB WTAR WRDO WKPA WBOW WBIG KMO KMYC WCBM WDAS WIZE WDNC WHIZ KFOX WISN WHIP WDGY WTHT WBRC WSMB WBEN WMAS KRLH WLS KSAN KGNC WSAZ WSPD WKNE KSL KOBH WCCO WOOD-WASH WNBF WGPC CKLW WSGN WAOV WHBQ WKMO WHDF WSNJ KMPC KMLB KOCY WGRC KGLO WDOD WRRN KOL WMVA W51R WKBV WFAS KMTR WRJN WBRK WAZL CKLW WNEL WNAX

LANG-WORTH FEATURE PROGRAMS, Inc.

WE *Record* FOR LANG-WORTH!

MARY ANN McCALL
McFARLAND TWINS
NY REYNOLDS
BOB HOUSTON
CHARLIE BARNET
SHEP FIELDS
GERTRUDE NIESEN
JOHNNY LONG
MAL HALLETT
RUSS MORGAN
PHYLIS LYNNE
RAY McKINLEY
WILL BRADLEY
JOHNNY PINEAPPLE
FATS WALLER
WOODY HERMAN
CLAUDE THORNHILL
MURIEL LANE
HOWARD BARLOW
SZATH-MYRI
RAY HERBECK
DEL COURTNEY
JOE REICHMAN
DEEP RIVER BOYS
CLINTON
TONY PASTOR
BETTY BENSON
LEW WHITE
GENE KRUPA
LYNN, LEE and LOU
LE AHN SISTE
RAY NOBLE
CLYDE LUCAS
LYN LUCAS

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What About It!

IS ASCAP acting up again, now that it has the networks anchored to contracts until 1950? That question is cropping up at NAB district meetings, and there seems to be ample cause.

Broadcasters who have contacted ASCAP since the network peace pact of last month, have detected an unwillingness to clean up tag ends. Clearance at the source for transcriptions is allowed to lag; there's no waiver for football pickups on tailor-made networks; a form of contract meant only for 18 network-managed and operated stations, covering the right to switch at the end of any year from blanket license to per program license, or vice versa, was sent to the entire list of some 800 unlicensed stations. ASCAP continues to dilly-dally on publication of a catalog of its works—a sort of telephone directory giving basic information. BMI got out a catalog nearly a year ago.

Small wonder, then, that independent broadcasters are beginning to lift their eyebrows. Refusal to waive the football music pickup by unlicensed stations, as it has done since the season began, has caused serious concern. Could it be, broadcasters are asking, that ASCAP is building up another "reservoir" of innocent infringements, the better to deal with unlicensed stations?

After these last ten months of turmoil for ASCAP, and its admission of abject defeat, it seems to us the Society would do well promptly to dispel this questioning of good faith. Peace in music can reign only when there is fair play. That goes for both sides.

In Plain English

EVER SINCE the war emergency began, broadcasters have been wary of its effect upon their operations. Despite official protestations that operations would not be unduly disturbed, there nevertheless has been an undercurrent of doubt. There had been no clear cut, conclusive, flat statement that broadcasting "by the American Plan" would not be disrupted. Indeed, the regulatory drift has been in an opposite direction. And there is Section 606 (c) of the Communications Act, authorizing the President to take over all communications, broadcasting included, under a national emergency.

Fittingly, the unequivocal assurance came the other day on NBC's observance of its 15th anniversary as the first network. It came from the Undersecretary of War, Robert P. Patterson, the operations chief of that branch of Government which controls all internal communications (broadcasting included) in time of war. Here are his words:

> "And so on this anniversary of the founding of the National Broadcasting Co., we underline the importance of the priceless gift each and every one of us has when he turns on his radio and is instantly in touch with what is going on in his Government, what is going on in his Army. *That is one of the things we believe in keeping exactly as it is. And we are going to keep it that way.*"

On the same occasion, high tribute was paid NBC, as the pioneer network, and radio generally, for its phenomenal development, and its work during the emergency. The President himself, in a letter to NBC President Niles Trammell, called attention to the increasingly important role radio will be called upon to play in domestic and world affairs. And once again he expressed confidence that broadcasters will meet their responsibility "by rededicating their vast resources to the maintenance of our democratic traditions, while at the same time they work with redoubled zeal to make our American system of broadcasting the best in the world".

From Secretary of the Navy Frank Knox and from FCC Chairman James Lawrence Fly also came expressions of gratitude for the job radio has done, and commendation to NBC for its vision and initiative. Together these public officials, from the President down, praised radio for its contribution during the present emergency, and pointed to the job ahead.

But every man and woman who does his stint in radio—from page-boy to president—is grateful especially to Undersecretary Patterson, who has dispelled fear and doubt and has inspired them to greater deeds in this critical hour.

Advertising's Pledge

ALMOST the entire advertising industry, represented at the ANA-AAAA joint emergency convention held recently at Hot Springs, Va., offered pledges to defense officials—pledges to forget petty bickerings and to join the all-out battle to preserve America.

There was no hesitancy, no fingers-crossed duplicity in the offers of these advertiser, agency and media leaders as they heeded the pleas of two major defense officials. A demonstration unprecedented in ANA and AAAA history greeted Leon Henderson, OPM official. And those whose enthusiasm may have cooled off a bit overnight got an even stiffer hour of plain talk from a man whose language they know and whose achievements they have recognized for many years—William L. Batt, Director of Materials Division BPM and president of SKF industries.

As delegates rode homeward they thought of the steps they could make, the sacrifices they could offer to cause. Their collective thoughts must have been of happy labor relations at their plants; of air-conditioned buildings; of two-week vacations with pay; of group insurance systems; of annual Christmas bonuses; of contented employes and foremen.

They must have thought of the recent inroads of labor unions; of employes allegedly threatened with bodily harm if they didn't join; of veteran employes who asked their foremen for help, only to be told that not a word could be uttered by any company official; of employes who charged overtime for hours spent in organizing efforts.

From labor, their thoughts must have turned to Washington commissions, and the challenging of age-long advertising of the usual sales-puffery variety; of anti-trust threats; of consent decree tactics which side-step the courts; of radio timebuying worries caused by what they deemed the fantastic outrages of ambitious bureaucrats; of runarounds from priorities people.

And they must have recalled the statement by a network official that the radio industry is Exhibit A of what happens to an industry when Washington regulators get their fingers in it.

But they rode homeward, determined to co-operate with Washington in every possible way. America, declared or not, is at war.

The RADIO BOOK SHELF

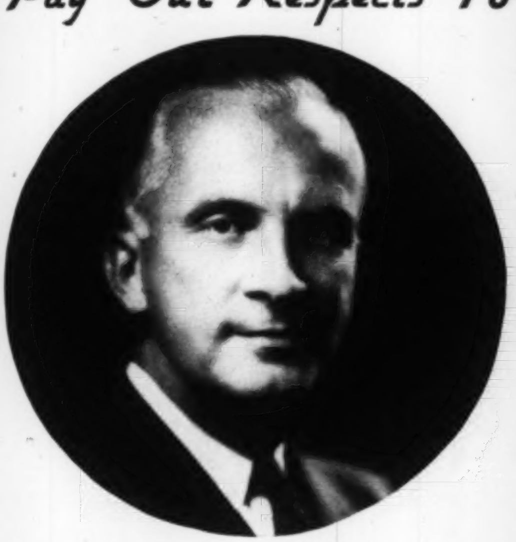
POINTING OUT the means for investigating the effectiveness of educational and propaganda devices, and for gauging the influence of advertising campaigns upon audiences, *Radio Listeners Panels*, new 47-page booklet issued by the Federal Radio Education Committee with the cooperation of the U. S. Office of Education, Federal Security Agency, gives a comprehensive picture of methods used to obtain the best possible results in conducting a radio panel.

Written by Hazel Gaudet and Cuthbert Daniel, the booklet emphasizes the distinctive features of the radio panel and its important advantages in the study of an audience turnover.

Also issued by the Office of Education, Federal Security Agency, *Radio Bibliography* suggests references for the study of the general broadcasting, educational, technical and vocational aspects of radio listed under the various headings embracing these fields.

LATEST EDITION of *American Cookery* is edited by Imogene Wolcott, who conducts the *Dear Imogene* woman's program six times weekly on WOR, New York. Book contains recipe suggestions and articles on household problems.

We Pay Our Respects To —



CURT PETERSON

AGAINST his will, the radio director of Marschalk & Pratt was talked into the broadcasting business. But after 15 years . . . 15 years that saw the passing of crystal sets and the beginning of television . . . it would take a Federal order to keep Curt Peterson out of this unpredictable business.

Curt Peterson was born Feb. 12, 1898, in Albert Lea, Minn. When he was 7, the Petersons went to Tacoma, Washington, finally relocating in Eugene, Ore. By high school age, his vocal talents had won him a place on the debating team . . . and a silver cup for elocution.

The local fame of his baritone voice earned him a spot on the U of Oregon Glee Club . . . where he also doubled as soloist, president and business manager.

World War I was near a climax when Curt emerged from an Officers' Training Camp in San Francisco. With a commission as second lieutenant, Infantry, he was sent to Seattle to train new recruits.

After the war he returned to the U of Oregon and obtained his degree. But Eugene, Ore., seemed too tranquil, so he trekked across the continent to New York where he studied voice under private tutors and worked as soloist with the University Glee Club in New York. As a sideline he sang in church choirs. One of his companions was Tom Dewey. Later Curt handled his radio campaign for District Attorney of New York City and Governor of New York State for Marschalk & Pratt.

One June afternoon, in 1926, Curt was walking across 42d St. He didn't own a radio but he had heard that WJZ operated from studios in old Aeolian Hall. He trudged upstairs and into the tiny reception room, then mostly occupied by a telephone switchboard. Rebuffed when he asked to speak with the manager, he was brusquely advised to write a letter of application to Miss Bertha Brainard.

This he did . . . and was surprised to receive a polite refusal, addressed to Miss Peterson, saying there were no openings on the WJZ staff for a woman.

Thoroughly outraged that anyone could find his hand writing so illegible, he immediately phoned Miss Brainard and explained that he wasn't a she. Chuckling, she transferred his call to Keith McCloud, studio manager who asked how quickly he could get down to 42d St. "In ten minutes", gulped Curt . . . and made it.

There he was asked to sing a couple of songs and was given a script to read. After repeating the audition for Miss Brainard came the question, 'How soon can you start?"

"Start what?" he asked.

"As an announcer," was the answer.

"But I don't want to be an announcer," argued Curt. "I want to be a singer."

So Curt Peterson walked right into this madhouse . . . and loved it.

Soon NBC was organized and WJZ moved to what seemed magnificent quarters, upstairs at 711 Fifth Ave. By 1928 this accidental recruit was supervisor of all announcers . . . then NBC promoted him to assistant program manager. This post he held until 1935, when he joined Marschalk & Pratt.

His first agency assignment was *Lombardo Road*, a network series for the Standard Oil Co. of New Jersey. Then he worked on *Esso Reporter* broadcasts . . . the first sponsored United Press news programs and the first five-minute periods ever sold by the NBC. Incidentally, that program established a formula for five-minute news summaries. Five years later, Curt supervised the first series of sponsored television news programs on W2XBS, again for Esso.

Though he has contributed much to this industry and helped spend millions of dollars with radio stations, he is still completely unimpressed by his own importance. This characteristic . . . plus a quiet smile and ready wit . . . explain why he has so many friends.

That golden baritone voice? Now he uses it only in social gatherings . . . and bathrooms.

Personal NOTES

DAVID DAVIDSON, for the last two years publicity and promotion director of KFWB, Hollywood, has been appointed to the newly created post of CBS exploitation manager, in that city.

ARMAND LaPOINTE, formerly part-time announcer and sales representative of WHEB, Portsmouth, N. H., has been assigned full-time duty on the production staff.

NORTON COTTERILL, vice-president of World Broadcasting System, addressing 150 students of New York U radio classes Nov. 15, directed by T. R. Carskadon, explained the uses of a complete transcription service in modern advertising and selling. Sound movie and a demonstration of transcription facilities were shown at the company's studios.

BOB McRANEY, general manager of WCBI, Columbus, Miss., has been named a member of the executive committee of the recently organized Mississippi Broadcasters Association.

WILLIAM H. McCUMBER, former station manager of KRLH, Midland, Tex., has been added to the sales staff of WHBF, Rock Island, Moline and Davenport, Ill.

PAUL McCLUER, Red network sales manager for NBC Central Division, and William Weddell, Red network salesman, were guests at the Nov. 19 meeting of the Minneapolis Advertising Club. Principal speaker was William N. Connolly, advertising manager of S. C. Johnson & Son, Racine, sponsors of *Fibber McGee and Molly* on NBC-Red.

RAY BARRETT, chief announcer of WDRC, Hartford, Conn., has been promoted to become assistant to Commercial Manager William F. Malo, in charge of commercial program production.

BOB VENN, formerly a member of the NBC-Chicago sales promotion staff, is now heading the sales promotion and publicity department of WSGN, Birmingham.

MAURY TOMPKINS, formerly with the sales staff of WEEI, Boston, has joined *Life* magazine's staff as New England representative.

BILL SETH is now assistant manager in charge at WFVA, Fredericksburg, Va., leaving WTBO Cumberland, Md.

THOMAS G. TINSLEY, president of WITH, Baltimore, recently received a plaque from the Maryland American Legion Auxiliary in recognition of WITH's cooperation in auxiliary projects.

GEORGE FUERST, for several years manager of the traffic department of KPO-KGO, San Francisco, has been transferred to the sales staff. Bob Sandstrom, his former assistant, succeeds him as traffic department head.

EDWARD R. MURROW, CBS European chief of staff, will make his first public appearance following his return to America at a dinner to be given for him by William S. Paley, CBS president, at the Waldorf-Astoria, New York, Dec. 2. Following the talk, which will be broadcast on CBS, Mr. Murrow will answer questions about conditions abroad, especially in London, where he has maintained headquarters since the outset of the war.

DAVID E. TOLMAN, Washington radio attorney in the offices of Paul M. Segal, and Mrs. Tolman, Nov. 6 became the parents of an 8½ lb. daughter, Nancy. She is their first child.

GEORGE SEVERN SMITH, Washington radio attorney in the offices of Paul M. Segal, on Nov. 12 underwent a tonsillectomy and is recuperating at his home.

JOHN SHELTON, of the Chicago sales office of WOR, New York, on Nov. 15 married Alida Van Delden.

EXECUTIVE STAFF OF WLDS IS ANNOUNCED

THE NEW WLDS, Jacksonville, Ill., which is scheduled to begin operation about Dec. 1, has virtually completed its executive staff, according to Edgar Parsons, general manager. John O'Connor, formerly radio director of special activities for Fox Theatres, has been named production manager; Pat Halloran, of KFAM, St. Cloud, Minn., commercial department; Gerald Cassens, from WSOY, Decatur, Ill., chief engineer.

The station is owned by Stephenson, Edge & Korsmeyer, all of Jacksonville, and will operate on 1180 kc. with 250 watts daytime only. Gates transmitter and speech input equipment has been purchased, together with a 215-foot Wincharger tower. It will occupy 2,500 square feet of floor space in the Fox Illinois Theatre Bldg.

The WLDS construction permit culminates a four-year battle for facilities, climaxed when the Stephenson firm was selected by the FCC over a competitive application involving limited newspaper ownership participation for the same facilities.

GE Names Sawyer

WILLIAM E. SAWYER, formerly associated with the advertising division of General Electric Co.'s appliance and merchandising department, has been named to take charge of advertising, promotion and related activities of the GE Home Bureau, Bridgeport, Conn., taking over the duties of F. A. Parnell and Paul E. Whitney, resigned. Mr. Sawyer was the creator and editor of the *Bandwagon Radio Magazine* in 1934 soon after he joined the GE radio advertising section.

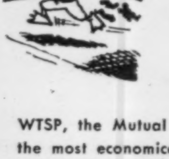
George H. Lucius

GEORGE HENRY LUCIUS, 69, advertising manager of the Old Gold division of P. Lorillard Co., New York, on Nov. 16 died at his home in East Orange, N. J., after a six-month illness. Formerly with the American Tobacco Co., Mr. Lucius became affiliated with Lorillard in a sales and advertising capacity some years ago.

Hodgkinson a Prisoner

SGT. PILOT BRIAN G. HODGKINSON, prior to enlistment in the Royal Canadian Air Force an announcer at CKY, Winnipeg, has been reported a prisoner of war in Germany following bombing operations Oct. 27. A cable to his parents in Winnipeg from London on Nov. 12 announced his whereabouts after he had earlier been reported missing.

FOR THE fifth consecutive season, the NBC-Blue *Great Plays* series was resumed Nov. 16 with a dramatization of Ibsen's "A Doll's House", featuring Dennis King and Ruth Gordon. Lester O'Keefe, NBC producer who was in charge of the *Good Neighbors* program earlier this year, again will handle production on the series.



Right In Your Hands
the
$100,000,000
St. Petersburg-Tampa Market
is
YOURS
through
WTSP

WTSP, the Mutual Station, gives you the most economical coverage of this rich Florida market.

Added to the substantial St. Petersburg-Tampa year 'round market (Pinellas and Hillsborough counties, Florida's greatest population center) WTSP offers:

BONUS NO. 1—More than 250,000 winter vacationists who spend $40,000,000 here every year.

BONUS NO. 2—Army, Navy and Coast Guard bases with an annual payroll of $4,000,000.

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-Tampa Sales Territory
Represented by
JOSEPH HERSHEY McGILLVRA
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

BEHIND the MIKE

ELAINE CARRINGTON, author of *Pepper Young's Family* and *When a Girl Marries* daytime serials on NBC-Red, has been appointed consultant on the preparation of five-minute dramatic transcriptions to promote the sale of defense bonds and stamps, for the radio division of the Treasury Department.

HAL McINTYRE, chief announcer of KYA, San Francisco, recently became the father of a baby girl, Heather Ann McIntyre.

BOB BOVARD, announcer, formerly of KGMB and KGU, Honolulu, has joined KYA, San Francisco.

JIMMY HALE, formerly in charge of CBS Hollywood mailing department, has been promoted to the publicity staff, replacing Earl Wennergren, resigned. Wayne Reeves takes over Hale's former duties.

JACK LITTLE, Hollywood announcer, is recovering from serious injuries received when struck by an automobile in early November.

C. R. SMITH, formerly program director at CJAT, Trail, B. C., has joined CJVI, Victoria, B. C., in the same capacity.

LLOYD ALIAS, new to radio, has joined the announcing staff of CKRN, Rouyn, Que.

CAMPBELL RITCHIE, traffic manager of CKLW, Windsor, Ont., and Mrs. Eleanor Ritchie, formerly bookkeeper at CKLW, on Nov. 10 became parents of an 8-pound boy.

THE best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.

The average increase during 1940 was 42% over 1939 in business contracted through our office. This year the gain will be even greater.

AND COMPANY
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO
RADIO STATION REPRESENTATIVES

Defense Game

NEW GAME currently being played by staff members of WFBL, Syracuse, is "A Quarter for Defense". Under the scheme, originated by General Manager Samuel Woodworth, each employe can buy one 25-cent ticket each week in the station's "defense pool". Each Monday at 6 p.m. a ticket is drawn, and the lucky employe gets a $25 defense bond. With 45 employes participating, a total of $11.25 is collected weekly. The station adds the difference between this amount and the $18.75 cost of the bond.

WALT NEWTON, announcer of WIP, Philadelphia, is the father of a girl born Nov. 13.

PHIL BUXBAUM Jr., sports announcer of WELI, New Haven, on Nov. 21 married Charlotte Beckley, of Jacksonville, Fla.

JAMES H. KNOX, assistant to Johnny Johnstone, director of radio of the Democratic National Committee, on Nov. 14 became the father of a boy.

JACK McCARTHY, announcer for the NBC *Chamber Music Society of Lower Basin Street*, horse racing events and other programs, on Nov. 14 became the father of a girl, Joan Eileen.

RAY SENTKER, formerly of Salem N. Baskin Adv. Agency, Chicago, has joined the continuity staff of KSL, Chicago.

RAYMOND MARCUS, former member of the NBC Chicago guide staff, has joined WTAQ, Green Bay, Wis., as an announcer. A student at the NBC Chicago announcing school, Marcus is the 38th member of the school to graduate into a regular announcing job in the last four years.

WILLIAM F. MOLLOY, Hollywood commentator and syndicate writer, is author of a new book of verse titled *Goal Dust.*

JACK HOWARD SLATTERY Jr., KFWB, Hollywood announcer, and Marjorie Boaz, vocalist, were married Nov. 15 in Glendale, Cal.

HOOPER WHITE, formerly with WTMV, East St. Louis, and more recently with WCFL, Chicago, where he was continuity editor, has been appointed to the same post at WKZO, Kalamazoo, Mich.

BILL JOHNSON, formerly of WMIS, Natchez, Miss., has joined WGCM, Gulfport, Miss., as program director and chief announcer.

DICK KEPLER, WEBC, Duluth announcer, on Nov. 13 married Phyllis Van Hoven, daughter of a Duluth railroad executive.

BOB SMITH has been appointed to the continuity staff of WKZO, Kalamazoo, Mich., part-time.

JOHN RUSHWORTH, head of WEEI, Boston, sound effects department, will leave Dec. 1 to join the CBS staff in New York. He will be succeeded by Robert Freeman, formerly in continuity and production departments.

BESSIE BEATTY, woman's commentator, WOR, New York, has been designated radio chairman of the annual Xmas sale for the blind in New York State.

LEN STERLING, WOR, New York announcer, is the father of a baby girl, Ingrid, born Nov. 10.

TOM DOWNING has been added to the announcing staff of WSB, Atlanta, Ga.

HARRY CLIPPARD, engineer, and Moody McElveen, announcer, of WCOS, Columbia, S. C., have enrolled at South Carolina U this fall.

FRANK HARDIN, formerly of WBIG, Greensboro, N. C., now doing publicity work with the local Naval Recruiting office, is announcing evenings and week-ends for WCOS, Columbia, S. C., replacing Fred Maness, recently inducted into the Army at Fort Jackson, S. C.

EDDIE BAUMEL, musical director of KGNC, Amarillo, Tex., is the father of a boy born Nov. 10.

ROBERT L. LANGDALE, new to radio, has joined the NBC Chicago guide staff.

JERRY WAYNE, baritone, formerly featured vocalist with Bobby Byrne's Orchestra, has joined CBS as a member of the New York musical staff.

DICK BALLOU, assistant music director of WHN, New York, has been named musical consultant for OPM.

GEORGE COMBS, WHN, New York, commentator currently has two articles appearing on the newsstands, one titled "News, Makes the Commentator" in *Liberty* and "Universal Priest" in *Who.*

RICHARD F. CLOSE, NBC local sales traffic supervisor in New York, on Nov. 15 married Mary Margaret Mahoney.

EDDIE CHASE, m.c. of the *Mythical Ballroom* on WAAF, Chicago, has formed a music publishing firm, Chase Music Co., with offices in the Wrigley building, Chicago. First song released is "No Need To Be Sorry", lyrics written by Alan Surgal, radio script writer, and Eddie Chase, and music by Kennedy Nelson, musical director of WAAF.

PIERRE ANDRE, veteran announcer of WGN, Chicago, has been appointed teacher in radio technique with the Catholic Youth Organization by Bishop Bernard J. Sheil, auxiliary bishop of Chicago.

BOBBY BROWN, program director of WBBM, Chicago, has been granted a temporary leave of absence to handle a special radio assignment for Wm. Wrigley Jr. Co., Chicago. Walter Preston, of the WBBM production staff, has been named acting program director.

KEN CRAIG, production manager of KSFO, San Francisco, recently resigned.

ALICE DANNENBERG, writer in the magazine division of CBS and in the network's publicity department for five years, on Nov. 17 resigned to join the New York office of the U. S. Coordinator of Information on the staff of Edd Johnson, formerly in charge of the CBS shortwave listening post and now chief of shortwave intelligence with the coordinator.

KINY
"The Friendly Voice of the Capit

"Hey Fellows!"

No advertising program for the West Coast is complete without KINY to cover the important market of Alaska.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS • 5000 WATTS UNDER CONST.
Juneau • Alaska
JOSEPH HERSHEY McGILLVR
NATIONAL REPRESENTATIVES

Meet the LADIES

RUTH BARNARD

ONE OF FEW women in a job as demanding as hers is Ruth Barnard, traffic manager of Don Lee Broadcasting System in Hollywood. Something like two million corrections, a half-million pieces of mail and great stacks of interoffice communications flow across her desk annually as she keeps traffic moving for the 33 Don Lee stations.

Born in Bensonhurst, N. Y., and educated in Winchester, Mass., Miss Barnard took a commercial course at the Sawyer School of Business upon arriving in Los Angeles late in the 20's. This training landed her a job in 1930 as part-time secretary to Agnes White, KHJ home economist. Following in swift succession came publicity assignments from men who now are leading radio figures.

Her traffic training was launched when she became secretary to Van C. Newkirk, Don Lee network traffic manager. He taught her the intricate details of the job, so when KHJ joined MBS and Mr. Newkirk became West Coast program coordinator, she continued as assistant to the new traffic manager, Herbert Witherspoon. Then on May 16, 1934, she became official traffic manager of Don Lee. Miss Barnard makes her home with her mother in Glendale, Cal., and spends her vacations dude ranching.

HARRY BRIGHT, WGBR, Goldsboro, N. C. is the father of a baby girl, Carole Prince, his first, born Nov. 10. Name for the baby was supplied by one of the station listeners invited to suggest a name.

JIMMY BARBER, former program director of KGVO, Missoula, Mont. has been named assistant manager.

BOB WALKER, graduate of Montana State U School of Journalism, formerly on the staff of the Livingston, Mont. *Enterprise*, has been appointed news editor of KGVO, Missoula, Mont.

PAUL ROSCOE, program manager and sportscaster of KGFW, Kearney, Neb., is the father of a baby girl, Paula Lu, born Nov. 7.

LOUIS HOWARD EMICH, former WHAM, Rochester, program director, has joined the announcing staff of WHBF, Rock Island, Ill. where he will assist Van Patrick with sports activities.

HERBERT BAYARD SWOPE Jr., copy-writer in the CBS sales promotion department leaves at the end of November to become an ensign in the Naval Reserve.

LEONARD CLEARY, organist, and Pricilla Holbrook and Juliann Peletier, pianists, have joined the talent staff of WJJD, Chicago.

BILL BRADLEY, continuity editor of WHEB, Portsmouth, N. H., has been named Portsmouth Chapter Red Cross radio representative.

HARVEY OLSON, announcer, WDRC, Hartford, is the father of a second son, Rolf, born recently.

ARTHUR MARTIN, announcer at the Toronto studios of the Canadian Broadcasting Corp., on Nov. 29 married Melba McDonald, of Ottawa, secretary to the CBC treasurer.

TIM O'SULLIVAN, formerly of WLBC, Muncie, Ind., has joined the announcing staff of WOWO-WGL, Fort Wayne.

FRANCIS C. OWEN, formerly of WIOD, Miami, and WHEC, Rochester, has joined WITH, Baltimore, to handle an early morning show, still unnamed. David Ross Jr., son of the well-known network announcer, David Ross, has joined WITH, coming from WBBM, Chicago. He announces under the name of David Allen.

RWG Asks Payment for Charity Show Writers

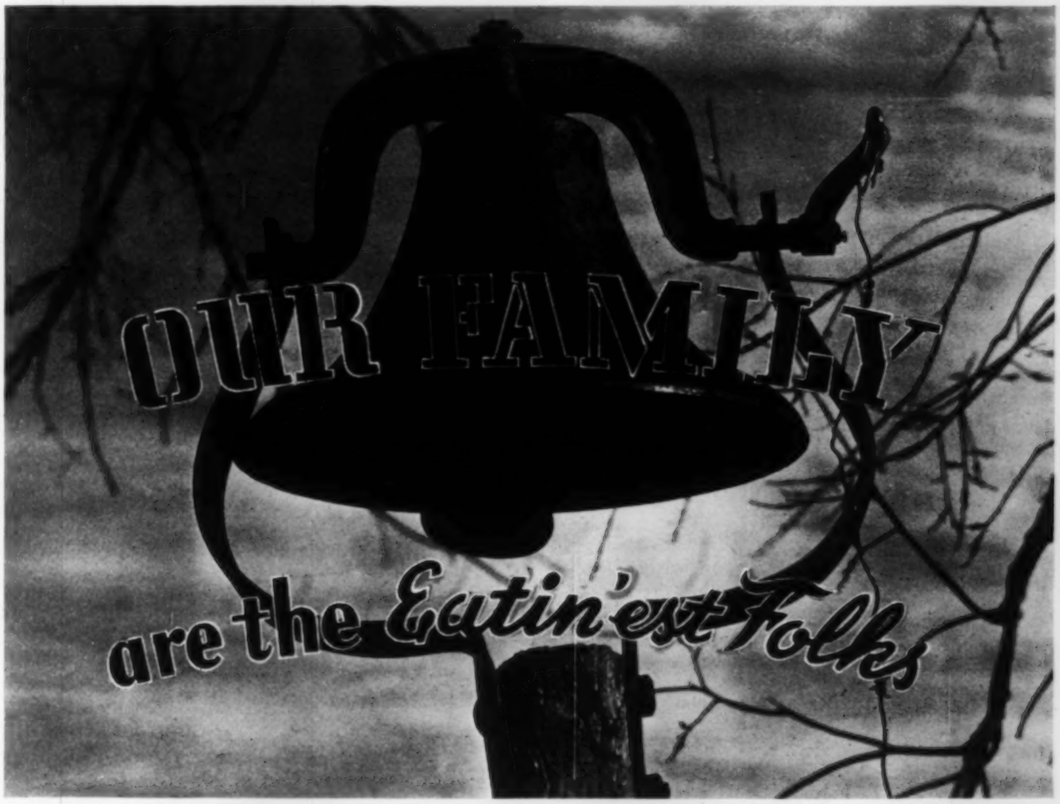
RESOLUTION demanding that writers contributing material to charity radio programs be compensated for services, the same as talent and announcers, was passed by Western Region of Radio Writers Guild in Hollywood on Nov. 10.

Concurrent elections held in Hollywood and New York elected Henry Fisk Carlton of the latter city, national president of Radio Writers Guild. John Boylan of Hollywood was named Western region vice-president, with Forrest Barnes, Hector Chevigny, Paul Franklin and True Boardman, Hollywood, as representatives to Authors League Council.

FIRST 1942 heavyweight bout to be sponsored by Gillette Safety Razor Co., Boston, on MBS will be the Joe Louis-Buddy Baer championship match in New York Jan. 9, for the benefit of the New York Auxiliary of the Navy Relief Society.

Winnipeg Listens

WINNIPEG listeners have their radios turned on more than the citizens of any other Canadian city, it was shown in a 12-month survey conducted by a Toronto statistical agency. Over 2 million interviews with Canadian householders regarding their listening habits were made in the 12 months ending Sept. 30. Winnipeg figures showed that in daytime 33.1% of the radio receivers are being used, and in the evening 44.6% of the sets are on. The average percentage for the four largest Canadian cities, Montreal, Toronto, Winnipeg and Vancouver, showed a daytime listening audience of 20.6% of all radio sets, and an evening audience with 33.3% of the radios in use.



In WIBW's daytime half-millivolt area, OUR FAMILY consists of 4,811,511 husky, hungry people . . . active, out-of-doors folks who spent $305,936,000.00 last year for food alone.*

Brother, that's concentrated coverage! Daytime domination of 206 counties in five states. That's what our 5,000 watts does—grounded in America's most conductive soil and backed by our 580 kc. "reach-out" frequency.

Now—add to that our friendly, neighborly personalities and it's easy to see why we can so easily influence OUR FAMILY to purchase your product.

* U. S. Census 1940.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

"Customers drive over 100 miles in response to our offers on KSO"

L. L. LALLY,
Pres.
Lally Service

L. L. Lally has never heard of Crossley.

He may never know a program-rating from a stock-quotation.

But he knows a lot about radio—most of it learned from his sales records.

Mr. Lally runs a large auto-supply and service unit in Des Moines. Last spring, he selected Gene Shumate's "Behind Home Plate" on KSO as the backbone of his advertising, because "lots of men listen to Gene, and I want their business."

Response surprised even Mr. Lally. Customers drove more than 100 miles to take advantage of his special offers. The increase in his business has made him a 52-week advertiser—and added another chapter to the Success Story of KSO and KRNT — Success in serving listeners AND advertisers.

KSO NBC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in
DES MOINES

Represented by The Katz Agency

FOR THE SECOND year, WLAW, Lawrence, Mass., will broadcast a series of Saturday morning Fairy Stories from the reception room in the Lawrence Public Library. Dan MacDonnell is narrator of the program. Varied in nature, it starts with a series of songs by the entire group followed by the fairy tale and is concluded by a period of questions and answers in which the participants receive a pin showing their membership. Trustees of the Lawrence Public Library are high in praise of the program.

* * *

Clubwomen's Ideas

INTERVIEWING a prominent male executive, engaged in some major defense industry located in Michigan, as the central figure of each program to be presented each Tuesday 10:15-10:30 a.m. on the new *Clubwoman's Forum* over WXYZ, Detroit, and the Michigan Radio Network, Governor Murray D. Van Wagoner was presented as first guest speaker Nov. 11. Problems facing the executive, especially regarding personnel, are discussed with four prominent clubwomen who seek means of overcoming the industrial bottlenecks.

* * *

New York Reports

PROGRESS of New York State in its contribution to national defense is reported in a new monthly series, *New York State Reports*, which was inaugurated by Gov. Lehman last Sunday, on WMCA, New York. Presented in cooperation with the New York State Defense Information Committee, the program is aimed at providing citizens with adequate information on defense progress. Speakers are recruited from associated branches of the State Government and are heard each month.

* * *

Aggie Takes Charge

A SWASHBUCKLING, breezy lady, fresh from Montana, comes into the big city to put the slickers in their rightful places in a new serial, *In Care of Aggie Horn*, which started Nov. 17 on NBC-Blue. Written by Eugenia Price, new to radio, and Fritz Blocki, well-known Chicago playright, story centers about a country girl from the hills who visits snobbish city relatives and immediately sets out to brighten their conventional, urban lives.

CHNS
THE KEY STATION OF THE MARITIMES
Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

Purely PROGRAMS

Official Interviews

NEW SERIES of radio interviews with top government officials was started on MBS Nov. 14 by Theodore Granik, lawyer and conductor of the *American Forum of the Air*. Interviews will be "down to earth" variety, with interviewers answering questions submitted by listening audience and will cover pertinent phases of national defense. Listeners, who are invited to submit questions, may obtain complete printed copies of the interviews without charge by writing to Theodore Granik, WOL, Washington, D. C.

* * *

Comedy Show

SERIES of comedy shows, *Here's Paar*, to enliven late evening schedule has been started at WGAR, Cleveland, with Jack Paar, young comedian, as writer and m.c. Premiere show had Sally Rand as guest star under arrangement with RKO Palace theatre to furnish weekly guest attractions. Walberg Brown's staff orchestra and Mary Davis, formerly with Horace Heidt's orchestra are regularly featured on the 10:45-11 p.m. Monday evening program.

* * *

Good Neighbors

HELP YOUR NEIGHBOR is title and theme of a new half-hour weekly program sponsored by Hirsch Clothing Co., Chicago, placed through Schwimmer & Scott on WGN, Chicago. Program features Verne Smith and Betty Hanna, who interview people in need of things listeners may be able to supply. A telephone in the studio permits direct response from listeners.

* * *

Defense & Dollars

HELPING listeners spend and save wisely during the nation's all-out defense program, is the theme of a new weekly series, *Defense & Your Dollar*, which will make its bow Dec. 6, 3-3:15 p.m. on NBC-Red. Series features interviews with economic authorities, as well as illustrative dramatizations.

* * *

Peeves Encouraged

GRIPING has come into its own in a new program launched by WHP, Harrisburg, titled *Your Pet Peeves*. Heard every Wednesday evening 7:30-8 the program, created and directed by Lee Cronican, invites listeners to participate. Four guests appear weekly to air universal pet peeves.

INTERVIEWS are Glen LePard's business as sidewalk question-man for the Butterfield Theaters over WOOD-WASH, Grand Rapids, Mich. But this was the first time he was ever called on to question a lion, King Tarz of MGM, who was in the Furniture City to publicize a Tarzan picture. The microphone was kept on the outside of the cage but it looks like Announcer LePard went inside at least long enough to have his picture snapped.

* * *

Fantasy

HIGHLY IMAGINARY, the first of a once-weekly series of programs based on newspapers headlines was started last Thursday at 11 p.m. at WFAA-WBAP, Dallas-Fort Worth. *Who Is Homer Finch*, title of first offering, was written by Orval Anderson, announcer. Series is an experiment in home show production to augment late night sustaining dance bands.

* * *

Morning Answers

QUESTIONS on various subjects sent in by listeners to *Your Morning Reporter* on WBBM, Chicago, are answered on the early morning newscast during a newly-inserted feature called "Your Reference File". Most of the queries concern information on the current foreign situation.

* * *

Guessing & Second Guessing

UNREHEARSED discussions about football—past games and future ones—are aired each Monday night on WDNC, Durham, N. C., as the *Quarterback Club*. Participants are "alleged" football experts consisting of staff members, newspapermen and college publicity directors.

IN PHILADELPHIA
Win Friends Influence Listeners
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SELL THROUGH WFIL

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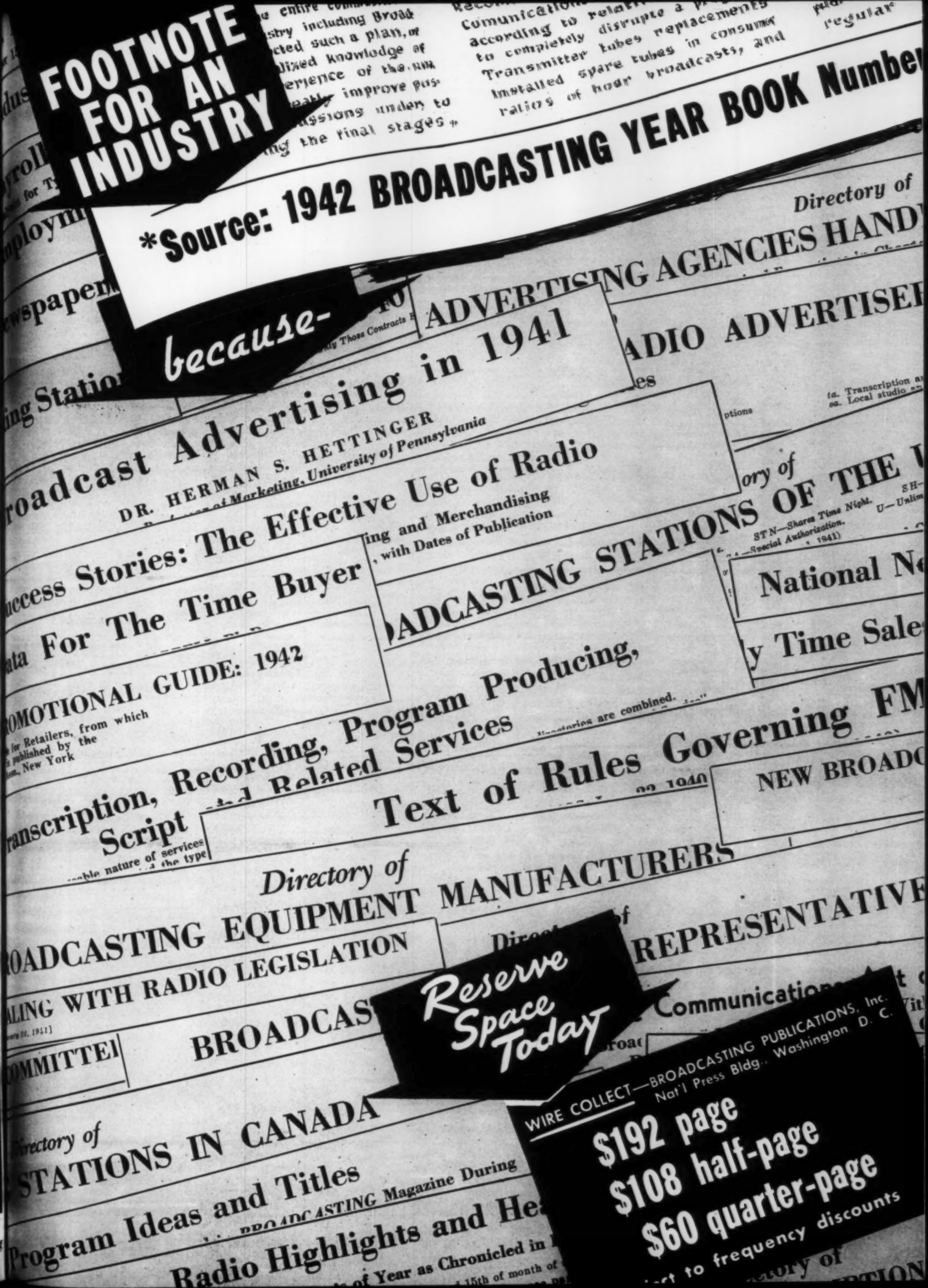

FOOTNOTE FOR AN INDUSTRY

*Source: 1942 BROADCASTING YEAR BOOK Number

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SA—Special Authorization.
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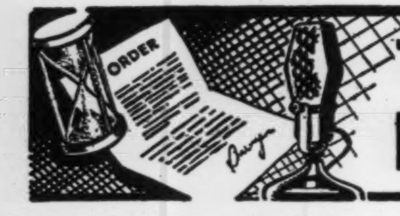
DEALING WITH RADIO LEGISLATION
BROADCAST
Communications
COMMITTEE
Directory of
STATIONS IN CANADA
Program Ideas and Titles
BROADCASTING Magazine During
Radio Highlights and He
of Year as Chronicled in

Reserve Space Today

WIRE COLLECT—BROADCASTING PUBLICATIONS, Inc.
Nat'l Press Bldg., Washington D. C.

$192 page
$108 half-page
$60 quarter-page
ject to frequency discounts



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WAIT, Chicago

Waltham Pen Co., Chicago, 6 *sp* weekly, thru United Adv. Co., Chicago.

Utilities Engineering Institute, Chicago (trade school), 156 *sp*, thru First United Broadcasters, Chicago.

Consolidated Drug Co., Chicago (proprietary), 312 *sp*, thru Benson & Dall, Chicago.

Willard Tablet Co., Chicago, 3 *sp* weekly, thru Neal Adv. Agency, Chicago.

Pinex Co., Chicago (cold remedy), 6 *t* and 12 *ta*. thru Russel M. Seeds Co., Chicago.

Brown & Williamson Tobacco Corp., Louisville (Avalon cigarets), 6 *t*, 12 *ta* weekly, thru Russel M. Seeds Co., Chicago.

New Morning Newspaper, Chicago, 18 *sa* weekly, thru Schwimmer & Scott, Chicago.

Hollywood Film Studios, Hollywood, 6 *sp* weekly, thru Phil Gordon Agency, Chicago.

Mantho-Kreoamo Co., Clinton, Ill. (M-K cough remedy), 24 *sp* weekly, placed direct.

KFI, Los Angeles

Wilson Packing Co., Chicago (hams), 36 *sa* weekly, thru Brisacher, Davis & Staff, Los Angeles.

Kellogg Co., Battle Creek, Mich. (All-Bran cereal), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.

Bookhouse for Children, Chicago, 2 *ta* weekly, thru Presba, Fellers & Presba. Chicago.

Scientific Products Corp., Los Angeles (Solvene liquid cleaner), weekly *sa*, thru Edwin E. Martin Adv,, Los Angeles.

Barbara Ann Baking Co., Los Angeles (bread), weekly *sa*, thru Bogardus Adv. Agency, Pasadena, Cal.

Boston Food Products Co., Boston (Prudence corned beef hash), 2 *sa* weekly, thru Chambers & Wiswell, Boston.

Ben Hur Products Inc., Los Angeles (coffee), 42 *sa* weekly, thru Theodore B. Creamer Adv., Los Angeles.

Penick & Ford Inc., New York (Brer Rabbit molasses) 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.

KSFO, San Francisco

Morton Salt Co., Chicago (salt), 3 *t* weekly, thru Klan-Van Pieterson-Dunlop Assoc., Milwaukee.

Perry Hatchery, Hayward, Cal., (baby chicks), 3 *sa* weekly, thru Tomaschke-Elliott, Oakland, Cal.

Pacific Guano Co., Berkeley, Cal. (fertilizer), 6 *sa* weekly, thru Tomaschke-Elliott, Oakland.

Italian Swiss Colony, Asti, Cal. (wine), 6 *sp* and 260 *sa*, thru Leon Livingston Adv., San Francisco.

Lever Bros., Cambridge (Swan), 8 *ta* weekly, thru Young & Rubicam, N. Y.

Pope Labs. (Joint-ease), 2 *ta* weekly, thru Street & Finney, N. Y.

Calide Labs., Oakland, Cal. (flower preserver), 6 *sa* weekly, thru Leonard D'Ooge & Assoc., Oakland.

WIND, Gary, Ind.

Ward Baking Co., Chicago (Tip-Top bread), 156 *sa*, thru W. E. Long Co., Chicago.

New Morning Newspaper, Chicago, 72 *sa*, thru Schwimmer & Scott, Chicago.

Joy Candy Shoppes, Chicago (chain), 18 *sa*, thru Malcolm-Howard Adv. Agency Chicago.

Paul V. Anderson Co., Hammond, Ind. (Royal Crown Cola distributor), 156 *sa*, direct.

B. Nathan Co., Chicago (women's wear), 13 *sp*, thru A. D. Reiwitch Adv. Agency, Chicago.

WMAQ, Chicago

Cigar Institute of America, New York (industry promotion of cigars), 16 *sa*, thru Lambert & Feasley, N. Y.

Pepsodent Co., Chicago (dental products), 10 *sa*, thru Lord & Thomas, Chicago.

KFRC, San Francisco

Junket Brand Food Products, Little Falls, N. Y., 2 *sa* weekly, thru Mitchell-Faust Adv., Chicago.

Dr. B. L. Corley, San Francisco (health food products), weekly *t*, thru Rufus Rhoades & Co., San Francisco.

Underwood Elliot Fisher Co., New York (Underwood portable), 37 *ta*, direct.

G. H. Mumm Champagne, New York (Globe Vermouth), 3 *ta* weekly, thru Brisacher, Davis & Staff, San Francisco.

American Pop Corn Co., Sioux City, Ia. *sa* series, thru Buchanan-Thomas Adv. Co., Omaha.

Axton-Fisher Tobacco Co., Louisville (Spuds), 2 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

Foreman & Clark, Los Angeles (men's clothing chain), 27 *ta*, thru Milton Weinberg Adv., Los Angeles.

White Labs., Chicago (Chooz), *ta* series, thru H. W. Kastor & Sons, N. Y.

Pacific Brewing & Malting Co., San Jose, Cal. (Wieland's beer), 22 *sa*, thru Brewer-Weeks Adv., San Francisco.

WOR, New York

Duffy-Mott Co., New York (apple juice and cider), *sp*, *sa* weekly, thru Al Paul Lefton Co., Phila.

Pepsi-Cola Co., Long Island City, N. Y. (beverage), 3 *sp* weekly thru Newell-Emmett Co., N. Y.

Bosco Co., New York (milk amplifier), 3 *sp* weekly, thru Kenyon & Eckhardt, N. Y.

Fischer Baking Co., Newark, 3 *sp* weekly, thru Scheck Adv. Agency, Newark.

Tayton Co., Hollywood (cosmetics), *sp* weekly, thru BBDO, N. Y.

Conti Products Corp., New York (shampoo, face cream and soap), 5 *sp* weekly, thru Bermingham, Castleman & Pierce, N. Y.

United Drug Co., Boston (Rexall), 4 *sp*, thru Street & Finney, N. Y.

Illinois Meat Co., Chicago (Corned beef hash) 5 *sa* weekly, thru Arthur Meyerhoff & Co., Chicago.

Alkine Co., New Brunswick, N. J. (Flem-O-Lyn), 3 *sp* weekly, thru Redfield-Johnstone, N. Y.

WBBM, Chicago

Bunte Bros., Chicago (candy), 156 *sa*, thru Presba, Fellers & Presba, Chicago.

Consolidated Drug Trade Products, Chicago (Zymole Trokeys), 312 *t*, thru Benson & Dall, Chicago.

California Packing Corp., San Francisco (Del Monte coffee), 114 *sa*, thru McCann-Erickson, San Francisco.

Liggett & Myers Tobacco Co., New York (Velvet tobacco), 39 *sp*, thru Newell-Emmett Co., N. Y.

WENR, Chicago

Cigar Institute of America, New York (industry promotion of cigars), 8 *sa*, thru Lambert & Feasley, N. Y.

KFAC, Los Angeles

Provident Loan Assn., Los Angeles (investments), 24 *sa*, weekly, thru Lloyd's Adv., Los Angeles.

KOA, Denver

Lever Bros., Cambridge, Mass. (Swan soap), 7 *sa* weekly, thru Young & Rubicam, N. Y.

Beaumont Labs., St. Louis (4-Way cold tablets), 5 *sp* weekly, thru H. W. Kastor & Sons, Chicago.

Dwarfies Corp., Council Bluffs, Ia. (cereal), 5 *sa* weekly, thru Buchanan-Thomas Adv. Co., Omaha, Neb.

Welch Grape Juice Co., Westfield, N. Y. (grape juice), weekly *t*, thru H. W. Kastor & Sons, Chicago.

Seven-Up Bottling Co., Denver (soft drink), 3 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.

Hartz Mountain Products Co., New York (bird seed), weekly *t*, thru Geo. H. Hartman Co., Chicago.

Lehn & Fink Products Co., New York (Hind's honey & almond cream), 5 *ta* weekly, thru Wm. Esty & Co., N. Y.

KHJ, Hollywood

California Mission-Pak Co., Los Angeles (dried, candied, fruits), 10 *ta*, 10 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.

A. Sensenbrenner Sons, Los Angeles (Sante Fe cigars), weekly *sp*, thru Erwin, Wasey & Co., Los Angeles.

California Packing Corp., San Francisco (canned foods), 6 *sa* weekly, thru McCann-Erickson, San Francisco.

Bulova Watch Co., New York (watches), 21 *sa* weekly, thru Biow Co., N. Y.

McIlhenny Co., Avery Island, La. (tobasco sauce), 3 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.

WOWO-WGL, Fort Wayne

Block Drug Co., Jersey City (Gold Medal Capsules), 312 *ta*, thru Raymond Spector Co., N. Y.

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 156 *sa*, *ta*, thru BBDO, N. Y.

Roman Cleanser Co., Detroit, 52 *sa*, thru Gleason Adv. Agency, Detroit.

Hills Bros. San Francisco (coffee), 172 *sa*, *ta*, thru N. W. Ayer & Son, San Francisco.

CKRN, Rouyn, Que.

L. O. Grothe Ltd., Montreal (tobacco), 12 *t*, thru Canadian Adv. Agency, Montreal.

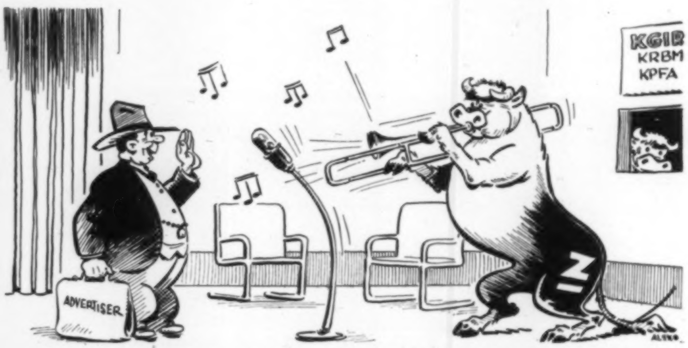
Martin-Senour Co., Toronto (paints), 52 *ta*, thru J. J. Gibbons Ltd., Toronto.

Lever Bros. Toronto (soap), 75 *sa*, thru J. Walter Thompson Co., Tornoto.

KNX, Hollywood

California Packing Corp., San Francisco (canned food), 6 *sa* weekly, thru McCann-Erickson, San Francisco.

Leslie Salt Co., San Francisco, 6 *sp* weekly, thru Erwin, Wasey & Co., San Francisco.



"That's very pretty . . . but as long as I don't HAVE to have it, an' can have a lower rate without it . . . SKIP it, huh?"

Adv.

McCARTHY RETAINS HOOPER POLL LEAD

CHARLIE McCARTHY, followed by Fibber McGee, Walter Winchell and the *Aldrich Family* in that order, hold the top four places in the list of "first 15" network shows ranked in the November edition of C. E. Hooper's national ratings on evening programs.

The Hooper figures show McCarthy in first place for the third consecutive month, with Fibber only two percentage points behind, holding the close second position it earned in October. Greatest progress in building a network audience during the past month was made by Winchell, who moved from seventh to third place.

Sets-in-use figures released by Hooper "continue to reflect the seasonal uptrend but the increase in all radio listening is now as marked as that noted in October when the end of daylight saving time helped boost early evening listening." In the group of programs measured by partial rather than full coast-to-coast interviewing coverage Red Skelton tops the list with a rating of 20.6. Following are the other programs in the "first 15" in addition to the top four group for November: Bob Hope, Jack Benny, *Radio Theatre Coffee Time*, *Time to Smile*, *Mr. District Attorney*, Orson Welles, Major Bowes, *Music Hall*, Kate Smith and *One Man's Family*.

Guest Off Coast-to-Coast

AFTER ten years of national network broadcasting, Edgar Guest, famous homespun poet and philosopher, has given it up, but started a 26-week series of morning programs Nov. 10 over the Michigan Radio Network, originating in the studios of WXYZ, Detroit. Interruption of daily newspaper syndicate work and the trip back and forth to Chicago each week were given as reasons for the change. Sponsor of the Monday and Wednesday 10-10:15 program is Farmers & Manufacturers Beet Sugar Assn. Marguerite Werner, Detroit organist, will furnish musical accompaniment. Agency is Zimmer-Keller Inc., Detroit.

Sullivan for 'Liberty'

MACFADDEN PUBLICATIONS Inc., New York (*Liberty* Maga zine), on Nov. 18 will begin sponsorship of *Paul Sullivan* newscast on a CBS network of 17 stations with additions to be made fro time to time, Tuesdays and Thurs days, 6-6:10 p.m. Sullivan's new last sponsored by Brown & Wi liamson Tobacco Corp. in the inte ests of Raleigh Cigarettes on th same network, was discontinu Sept. 18 [BROADCASTING, Sept. 1 Agency is Erwin, Wasey & Co New York.

BURTON BUNCH, headquartered i Des Moines, has been appointed mi west sales manager of Fred C. Me tens & Associates, Los Angeles produ ers of the *Miracles of Faith* tra scribed series. Kenneth M. Foote h taken over the New England State New York and Pennsylvania, wi Stuart S. Shackelton in charge of mi central states, headquartered in Gra Rapids, Mich.

Radio Advertisers

MUTHER WINE Co., San Francisco, using radio for the first time, recently started a spot announcement campaign on KFRC, San Francisco. It is probable that the account may expand to other markets at a later date, according to the agency handling the account, Yoemans & Foote, San Francisco.

JOHN LABATT Ltd., London, Ont. (brewers), has started *Lest We Forget* five times weekly on CFCF, Montreal, and *Les Amours de Ti-Jos* weekly on CKAC, Montreal. Account was placed by J. Walter Thompson Co., Toronto.

S. S. KRESGE Co., Toronto (variety chain store), has started Christmas program thrice-weekly on CKCL, Toronto. Account was placed direct.

McLARENS Ltd., Hamilton, Ont. (desserts) has started a test program *McLaren's Club Corner* twice weekly on CKCW, Moncton, N. B. Account was placed by Russell T. Kelley Ltd., Hamilton, Ont.

E. HALLMAN Co., Toronto (Land O'Clover honey), has started thrice-weekly spot announcements on CFRB and CKCL, Toronto, and weekly transcribed program *Streamlined Fairy Tales* on CKOC, Hamilton, Ont. Account was placed by A. McKim Ltd., Toronto.

PIONEER SOAP Co., San Francisco, has taken over Queen Lily Soap, well known West Coast brand, and is planning an extensive merchandising campaign.

MORE NEWS on the CBS *Vox Pop* origination from Winner, S. D. Last week we heard how the Indians made a lot of radio folks who made the trip members of the tribe; now we have a trio of microphone nimrods, all part of the safari west. There's Parks Johnson, Vox Pop interviewer on the left, Stuart Dawson, producer from CBS Chicago, and Nate Tufts Jr., Vox Pop producer of Ruthrauff & Ryan, New York, holding what the blurb accompanying the picture says was their day's haul—five birds. That's the legal limit, too. Program is sponsored by Emerson Drug Co. of Baltimore for Bromo-Seltzer.

U. S. WHOLESALERS OUTFIT Co., Los Angeles (clothing), in a 13-week local campaign which started in mid-November is currently sponsoring the five-weekly quarter-hour sportscast, *Sports Page*, with Jack Stafford, commentator, on KMPC, as well as a weekly 15-minute program of recorded semi-classical music on that station. Firm has also contracted for six times weekly sponsorship of a quarter-hour newscast on KFAC. Agency is Lloyd's Adv., Los Angeles.

SEARS, ROEBUCK & Co., Chicago (mail order house), on Nov. 16 started a weekly dramatic program, *The Sears Story Hour*, on WJJD, Chicago, supplementing its current schedule of half-hour broadcasts six weekdays featuring Ruth Howard.

FRESH FRUIT & VEGETABLES Institute, Los Angeles, on Nov. 11 increased sponsorship schedule of the quarter-hour program, *Here's to the Ladies*, on KECA, that city, from three to five times weekly. Renewed contract is for 26 weeks. Series features Helen Sawyer, commentator, assisted by Tom Dale. Scholtz Adv. Service, Los Angeles, has the account.

PHILCO DISTRIBUTORS, Chicago, has started a nightly quarter-hour of recorded popular music titled *Rhythm Rendezvous* on W59C, FM adjunct of WGN, Chicago. Program will advertise Philco FM receivers. Sternfeld-Godley, New York, is agency.

WANTED!

☆ In any one of 48 States . . . an opportunity to do a whale of a big job for you as Master of Ceremonies and announcer for for your show or shows.

☆ Now employed M C ing successful show for busy midwestern station. Don't have to move (Thank goodness) but believe I can do bigger job elsewhere.

☆ Years of radio experience (I'm still not an old man, either), plenty of A-1-A references from radio execs you know.

☆ Salary: not as important as the job:

☆ Location: Don't care.

☆ Available: soon as replacement can be made here.

☆ What Have you?

Address Box 162A, Broadcasting.

☆ ☆ ☆ ☆ ☆ ☆

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST LOUIS • SAN FRANCISCO • LOS ANGELES

FIRST IN ST. LOUIS

IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

ST. LOUIS

KWK - MUTUAL - Represented by Raymer

7-UP BOTTLING Co., San Francisco (7-Up), recently started a pre-holiday campaign on 3 San Francisco stations, using one-minute transcribed spots and station break spots, averaging one a day. Agency is Rhoades & Davis, Adv., San Francisco. The station list: KFRC KPO KGO.

GULBRANSEN PIANO Co., Chicago, has started on WMAQ, Chicago, a series of quarter-hour thrice-weekly piano interludes, *Fantasies in Ivory*, featuring Pianist Walter Flandorf. Agency is Robert Kahn & Associates, Chicago.

BENEFICIAL CASUALTY Co., Los Anglees (insurance), recently started a five-minute transcribed program, *Inside Stories*, twice-weekly on KFRC, San Francisco. Agency is Stodel Adv., Los Angeles.

TRANSPORT MOTORS Co., San Francisco (Willys Americar), recently started sponsorship of Fulton Lewis Jr. three times weekly on KFRC, San Francisco. Agency is Stack-Goble Adv., San Francisco.

SLAVICK JEWELRY Co., Los Angeles (retail), on Nov. 15 started for six weeks sponsoring a six-weekly quarter-hour newscast on KECA, that city. Firm's local radio schedule also includes participation five times weekly in *Art Baker's Notebook* on KFI, and six-weekly participation in *Rise & Shine* on KHJ. Adv. Arts Agency, Los Angeles, has the account.

INGLEWOOD PARK Cemetery Assn., Los Angeles, on Nov. 25 renews for 52 weeks the weekly half-hour *Melodies America Loves* on KNX, Hollywood. Organization has consistently sponsored this program for more than 14 years. Adv. Arts Agency, Los Angeles, has the account.

PURE GOLD MFG. Co., Toronto (Blue Ribbon food products) on Nov. 17 started *Clair Wallace Tea Time Topics* 5 times weekly on CFRB, Toronto. Account is placed by Cockfield Brown & Co., Toronto.

HOUSEHOLD FINANCE Corp., Philadelphia (loans), last week added WOR and WMCA, New York, to its list of stations carrying one-minute transcribed announcements. 5 to 10 times weekly. Agency is BBDO, New York.

BROCK & Co., Los Angeles (retail jewelers), in a pre-holiday Southern California campaign to promote its $2 to $20 price range of gifts, is currently using from 5 to 6 time signal announcements weekly on KHJ KNX KFI. In addition thrice-weekly participation is bein gsponsored in *Robert Lee Johnson's Bridge Club* on the latter station. Agency is Hixson-O'Donnell Adv., Los Angeles.

GRAND CENTRAL MARKET, Los Angeles (retail food market), in a local pre-holiday campaign which started in mid-Nov., is using, on a staggered schedule, a total of 57 spot announcements on KFWB KMPC KFVD KIEV KRKD. Agency is The Mayers Co., that city.

NASSOUR BROS., Los Angeles (42 oil shampoo), on Nov. 17 replaced the weekly quarter-hour Hollywood gossip series by Erskine Johnson on KFI, that city, with a thrice-weekly 15-minute current events commentary program featuring Jose Rodriguez and Sid Sutherland on KECA. Contract is for 13 weeks. Milton Weinberg Adv. Co., Los Angeles, has the account.

FIRST sponsor to use W67C, FM outlet of WBBM, Chicago [BROADCASTING, Nov. 3], when the new station was formally opened Nov. 17, was Pushman Bros., Chicago rug dealer. Contract, placed direct, schedules four station-break announcements daily, six days a week for four weeks.

W E G I V E T H A N K S

The management and staff of WHOM have much to be thankful for this year.

We are fortunate in the job we have to do. That job is to bring the message of "Democracy" to millions of foreign-language speaking peoples.

Our programs are designed to give happiness and help to millions of foreign born, and to place before them the advantages of the American Way of Life.

Many have sought asylum here from the horrors of ravaged homelands. They have turned to us and found in their own language and music some measure of comfort to ease a great sorrow.

WE ARE GLAD TO HAVE BEEN ABLE TO DO THIS—
THEREFORE WE GIVE THANKS!!

★ ★

WHOM
1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

NETWORKS IN ARGENTINA

Martinez Tells of Two Hookups and Use Of Newscasts by Various Stations

EDITOR, BROADCASTING:

Dear Sir:

I have read with a great deal of interest many of the items which appear in BROADCASTING, particularly those relating to the activities of American advertisers and radio stations in South America.

On page 14 of your Nov. 10 issue it appears some news about LR3—Radio Belgrano of Buenos Aires, Argentina and UP news for the *Esso Reporter*. Knowing the radio situation in Argentina and other South American countries, I know there are some misstatements in the story.

First, Radio Belgrano and its network is not the largest Argentine Network as it is made up of nine stations in all, namely: LR3 Radio Belgrano, Buenos Aires; LT1 Radio Litoral, Rosario; LV3 Radio Cordoba, Cordoba; LV12 Radio Aconquija, Tucuman; LV11 Radio del Norte, Santiago del Estero; LU7 Radio General San Martin, Bahia Blanca; LV1 Radio Graffinga, San Juan; LT7 Radio Provincia, Corrientes; LV4 Radio San Rafael, San Rafael.

The news item lists "Radio Cuyo" of Mendoza but since Jan. 1, 1941, this station has not been part of the network.

Second Hookup

The largest network is LR1-Radio El Mundo of Buenos Aires and its 11 stations with more than 35 quarter-hours a day in constant chain. This network is composed of the following stations: LR1 Radio El Mundo, Buenos Aires; LU2 Radio Bahia Blanca, Bahia Blanca; LU4 Radio C. Rivadavia, C. Rivadavia; LV2 Radio Central, Cordoba; LV10 Radio Cuyo, Mendoza; LT5 Radio Chaco, Resistencia; LU12 Radio R. Gallegos, Rio Gallegos; LT3 Radio Sociedad Rural de Cerealistas, Rosario; LV9 Radio Provincia, Santa; LV5 Radio Los Andes, San Juan; LT9 Radio Roca Soler, Santa Fe; LV7 Radio Tucuman, Tucuman.

In addition, the Blue and White network has two shortwave transmitters with 7,500 watts each, namely LRU and LRX which are constantly in use with LR1-Radio El Mundo at no charge to the advertisers. These two shortwave transmitters are the only ones operated commercially in Argentina, so that actually, the network is made up of 12 stations on the broadcasting band and two shortwave transmitters or a total of 14 stations.

The idea of five-minute news programs is an old one with LR1-Radio El Mundo and its network since there have been five such news programs on the network for some years. Recently a new one was added for Philco Radios. This is in addition to some 15-minute news programs of long standing.

LR1-Radio El Mundo has been using AP news since 1935, in cooperation with the daily newspaper *El Mundo*, Argentina's largest circulation newspaper with 500,000 copies.

LR1 Radio El Mundo has the largest studio with a seating capacity of 700 persons in which they have the largest organ ever used by radio stations. It also has a radio playhouse, namely the Radio Casino with 1,500 seats.

A. M. MARTINEZ,
Melchoir Guzman Co.,
New York.

Nov. 13, 1941.

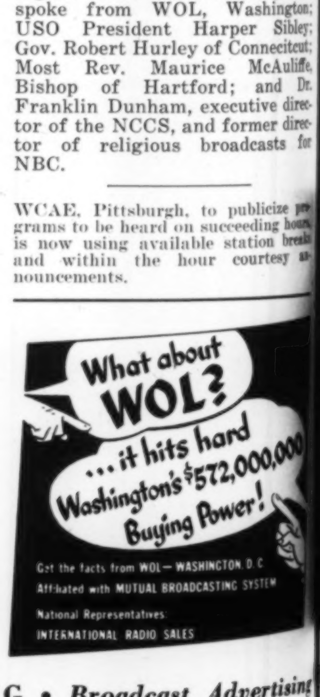
USO Shortwave Station Started in New London

FIRST United Service Organization shortwave station, which will allow service men to communicate with their families anywhere in the United States or possessions without charge, was dedicated Nov. 10 at the National Catholic Community Service club in New London, Conn.

Among those participating in the ceremonies dedicating the station, which is a part of the Army Amateur Radio System and the American Radio Relay League were Rear Admiral Clark R. Woodward, of the Office of Civilian Defense; Brig. Gen. Dawson Olmstead, chief Signal Officer of the Army, who spoke from WOL, Washington; USO President Harper Sibley; Gov. Robert Hurley of Connecitcut; Most Rev. Maurice McAuliffe, Bishop of Hartford; and Dr. Franklin Dunham, executive director of the NCCS, and former director of religious broadcasts for NBC.

WCAE, Pittsburgh, to publicize programs to be heard on succeeding hours, is now using available station breaks and within the hour courtesy announcements.

"Poor Jones! He wants to hear the U. of M. football game on WFDF Flint Michigan, but his mother-in-law likes sweet music."


What about WOL?
... it hits hard Washington's $572,000,000 Buying Power!

Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

Radio's News Handling Upheld in FCC Survey

AMERICAN broadcasters have done a good, impartial job of covering war news, and there can be no legitimate criticism of radio's handling of the news problems arising from World War II, it was indicated by FCC Chairman James Lawrence Fly last Monday at his weekly press conference.

Asked about the progress of the FCC's exhaustive survey of news and commentator scripts, undertaken at the request of the Senate Interstate Commerce Committee, Chairman Fly declared that although he could make no forecast as to a date when the studies may be completed, enough had been observed from the examined material to indicate that the analysis would show no decisive result and no valid criticism of radio's war coverage.

He pointed out that the study was a long and involved process, entailing scrutiny of thousands of separate scripts. The survey was started several months ago upon the request of Senator Tobey (R-N. H.), after charges that the majority of radio newscasts and commentaries wer flavored with the pro-intervention viewpoint.

Judgment Against ERPI In Copyright Stipulation

JUDGMENT in the amount of $57,277 was handed down Nov. 10 in New York Federal Court by Judge John C. Knox against Electrical Research Products Inc., and in favor of John G. Paine, ASCAP general manager, and former agent and trustee for 40 music publishing houses when he filed the original suit in 1936.

The judgment was handed down in answer to a stipulation by both sides agreeing on the sum, originally set at $149,948. ERPI, recently dissolved to form Electrical Research Products division of Western Electric Co., was charged in the original suit with the distribution in foreign countries of recordings of musical numbers upon which American copyrights were held by the plaintiff publishing firms. The suit is the last of many claims and counter-claims brought against ERPI since it acted as a non-profit "go-between" agent for publishing houses and producers of motion pictures using sound recording tracks.

WCKY
Cincinnati
WCKY
with
REX DAVIS
UP
news
THREE TIMES DAILY

McCORMACK HONORED
KWKH Manager Is Acclaimed By College Alumni

OUTSTANDING tribute was paid Nov. 8 to John C. McCormack, general manager of KWKH, Shreveport, when he was named "Alumnus of the Year" by the Centenary College Alumni Council at the college's annual homecoming ceremonies.

It was the first such designation by the college and now becomes an annual custom. It is based not merely on work for the college but on general qualifications. Mr. McCormack (left in photo) accepted the award from K. K. Kellam, president of the alumni council.

The accompanying scroll says: "For excellence in achievement; for manifestation of manhood; for leadership in the affairs of men: his companions in the Centenary Alumni Council acclaim John Caston McCormack, member of the class of 1930, Alumnus of the Year, Homecoming, 1941."

WTAG Power Boost

WTAG, Worcester, Mass., will start operating with 5,000-watt fulltime power about Dec. 1, according to E. E. Hill, managing director. After FCC authorization of the power boost last spring, two new Blaw-Knox towers, 327 and 375 feet high, were constructed as part of the five-tower antenna system used in the 5 kw. operation. Construction was supervised by Jansky & Bailey, Washington consulting engineer firm, Prof. Hobart H. Newell, WTAG consulting engineer, and Elliot Browning, WTAG associate engineer. Program tests started Nov. 10.

11 Sign With Lang-Worth

ELEVEN stations subscribing last month to the transcribed library service of Lang-Worth Feature Programs Inc., New York, according to Ralph Wentworth, include: WNAB, Bridgeport; WFIN, Findlay, Ohio; WDZ, Tuscola, Ill.; KRLH, Midland, Tex.; WEIM, Fitchburg, Mass.; WCAU, Philadelphia; WPAY, Portsmouth, Ohio; WRRN, Warren, Ohio; WWPG, Lake Worth, Fla.; WAYS, Charlotte, and WIZE, Springfield, Ohio.

JAN HANDY ORGANIZATION, New York, producers of commercial pictures, recently made a film in the WNBT, NBC television studios, explaining by stills, diagrams and animated cartoons the intricate processes of video. Picture titled "Magic in the Air" is for release about Dec. 1 by Chevrolet Motor Co., through Monogram Film Exchange, New York.

Song Judges Are Picked For Coffee Competition

JUDGES for the "coffee song" contest sponsored by the Pan-American Coffee Bureau, New York, the winners of which will be announced on the company's NBC-Blue program featuring Mrs. Eleanor Roosevelt, have been announced as follows: Merritt E. Tompkins, vice-president and general manager of BMI; Leonard Joy, manager of RCA-Victor records; Emanuel Sacks, manager, Popular Recording Service, Columbia Records; Paul Laval, orchestra conductor on NBC programs; Dinah Shore, radio singer, and orchestra leaders Benny Goodman, Tommy Tucker, Sammy Kaye, Shep Fields and Vincent Lopez.

The winning song, to be announced Jan. 15, 1942, will be published by, or with the cooperation of, BMI under the standard music publishers contract. Purpose of the contest is to obtain a song about coffee which the Bureau can use as an advertising theme.

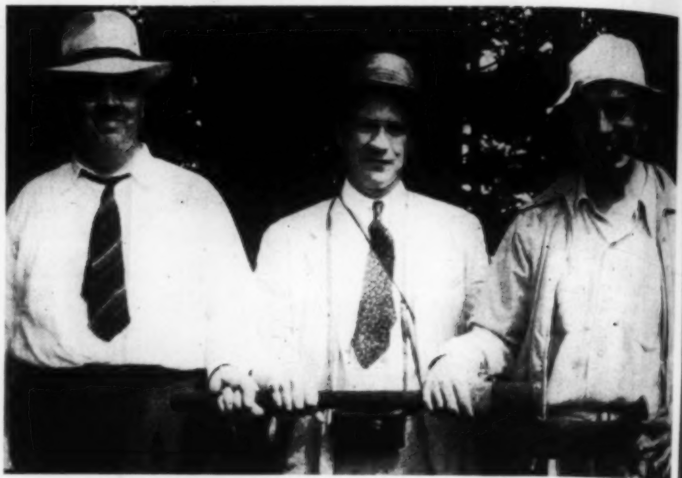
WCBI, Columbus, Miss., now has its own short wave listening post. Installing a Hallicrafter SX-25 receiver the station picks up the British Broadcast Corporation's nightly news broadcasts at 7 p.m. each evening and presents the newscasts thrice weekly. Later the station expects to add a later night schedule giving it two nightly pickups direct from London.

"HAVE Y'HEARD HOW SALES ARE SCOOTIN' FER SMART ADVERTISERS USIN' WDAY? BETTER WRITE FER THE WHOLE STORY—NOW!"
CURVE
WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

STRENGTH
.. one of three extra values
COMPANY

The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and — ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that means wider radio coverage. Add pleasing appearance due to correct designing — and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
FARMERS BANK BLDG. PITTSBURGH, PA.
Offices in Principal Cities



STRICTLY UTILITARIAN in this modern age is the North Carolina brushhook lightly fingered here by this trio superintending construction of the new 50 kw. FM outlet, W41MM, atop Clingman's Peak, N. C., near Mount Mitchell. Posing with lunchhooks on the brushhook, used to clear about a mile of mountain trail to the peak, are (l to r) Glenn D. Gillett, Washington consulting engineer; Gordon Gray, owner of WSJS, Winston-Salem, and licensee of W41MM; and Lewis Windmuller, assisting Mr. Gray in promotional development of the new FM station. Construction on the road leading to the transmitter site started about Sept. 1. Preliminary test operation of the new outlet with 3 kw. power is expected by the first of the year, with full 50 kw. operation by fall of 1942.

W71NY TO BOOST POWER TO 10 KW.

W71NY, New York, FM addjunct of WOR, on Nov. 30 will start operating with power raised from 1,000 to 10,000 watts. The first broadcast employing the new 10 kw. Western Electric transmitter will include a special dedicatory ceremony at the transmitter, 444 Madison Ave., with Mayor Fiorello H. LaGuardia, Maj. E. H. Armstrong, inventor of the Armstrong wide-swing FM system, and representatives of the Army and Navy attending.

A feature of the opening ceremony also will be transmission of a part of the program via an electric light beam in place of land wire. Charles Singer, WOR transmitter supervisor, and WOR Chief Engineer J. R. Poppele have been testing light beam transmission for some time to determine its effectiveness as an emergency alternative for land-wire transmission. WOR started its FM broadcasting in March, 1940, with an experimental station, W2XOR. W71NY currently has a daily independent-program operating schedule of 8 a.m. to 11:30 p.m.

W53PH, FM station of WFIL, Philadelphia, which went on the air Nov. 10 with seven commercial sponsors, will release a regular rate card the week of Nov. 24. The card provides for a basic hourly rate of $60 with the same schedule of discounts that applies to WFIL.

REL
FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

DEPARTMENT STORE RENEWS

And Expands Its Radio Schedule, Too, After Successful Promotion; Others Renew

RENEWALS on a 52-week basis recently climaxed the success of three different types of sponsors on KVOA, Tucson, Ariz. Renewal contracts recently were signed with Steinfeld's Department Store, claimed as Arizona's largest, Tucson Federal Savings & Loan Assn., and Bill & Ivan Anderson's restaurant.

A Bank's Story

Steinfeld's signed its third consecutive news contract, reserving also the option to extend for 52 more weeks in 1942, after a crucial test of radio advertising. Every day for a month the store ran two commercials each newscast on merchandising that had not been in newspaper ads for weeks, if at all—such unrelated items as razor blades and bicycles plugged on one program. All such items were sold out. After this trial, the news program was contracted for across the board.

Tucson Federal Savings & Loan Assn. originally signed with KVOA last year. The new contract doubles the appropriation—the last year's campaign has raised bank assets from a quarter-million to a million dollars. A. F. Kerr, manager of the bank, attributes the major share of credit for this increase to its KVOA program, *Builders of Tucson*, quarter-hour dramatized history of pioneer citizens.

For eight years the restaurant of the Anderson brothers has sponsored *One's a Meal* on KVOA. In signing for their ninth successive year, the Andersons pointed out that, due to their radio advertising, their business has risen from a two-by-four hamburger stand to sales leader in their highly competitive field in Tucson.

CRC Adds Units

TO HANDLE the increased volume of advertising agency work, including spot announcements, dramatizations, air trailers and special transcribed features, Columbia Recording Corp. has installed four additional recording units in its New York transcription studios. With these four channels extra, CRC will be able to "double its current volume without reaching peak load", according to William A. Schudt Jr., general manager.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted Immediately — One engineer-announcer and one announcer. State qualifications, salary expected, draft status, first letter. KWBW, Hutchinson, Kansas.

Wanted—Licensed transmitter and control room operator. Northern Ohio station. Give experience and age and send snapshot. Box 160A, BROADCASTING.

Wanted — Operator-Engineer — In reply, state qualifications, experience, class of license held and salary expected. KTSM, El Paso, Texas. NBC Red and Blue, Karl O. Wyler, Mgr.

Announcer—Versatile, experienced, interested in sports, seeking advancement. Prefer married man from southeastern section. Must be sober, reliable and not a floater. WBIR, Knoxville, Tennessee.

Exceptional Opportunity—Experienced program-production manager wanted for established network affiliate in premium Southeastern market. Man must be able to create and produce shows which sell against competition. Prefer metropolitan background. All communications held confidential. Box 151A, BROADCASTING.

Situations Wanted

Operator—First class telephone, now employed, considering change, state salary. Box 153A, BROADCASTING.

Gag Writer—Soliciting offers for all around radio writing job. Welcome inquiries. Box 157A, BROADCASTING.

[illegible] Announcer And Special Events Man—Now employed, desires change. Excellent background, outstanding record. Box 152A, BROADCASTING.

Program Director—Talent Manager, Writer—With some sales and merchandising experience! Draft deferred! Best references! Box 155A, BROADCASTING.

Situations Wanted (Continued)

Early Morning M.C.—Farm shows. Farm copy. Straight commercial announcing. Best large and small station experience. Draft deferred. Box 156A, BROADCASTING.

Wanted Position As Radio Announer—By married man. Four years' experience. Especially qualified news and sports announcing. Transcription and references on request. Box 158A, BROADCASTING.

Program Director—Fully capable. Programming, announcing, acting, writing, producing. Lifetime experence. Stage, screen, radio. Network and local. Including New York and Los Angeles. Looking for permanent position. Family man. 36 years old. Can quarantee showmanship and plenty of ideas. Box 159A, BROADCASTING.

Advertising Executive Available—As commercial manager, assistant commercial manager: College graduate with ten years' successful record as local advertising manager large newspaper chain; two years advertising manager metropolitan daily; six months salesman Blue Network station getting radio experience. Available in two weeks. Willing to go anywhere a real opportunty exists. Excellent references. Box 154A, BROADCASTING.

Wanted To Buy

Used 50 Kw Transmitter—Preferably RCA 50-B. Also one and five kw transmitters. Send full information to Radio Commercial. Broadcasting Equipment-Jobbers, P. O. Box 2311, Mexico City, Mexico.

For Sale

RCA 100-E Transmitter Complete—Trouble free, economical. Details on request Terms to responsible party. KOKO, La Junta, Colorado.

Situation Wanted

STATION MANAGER

Live, aggressive, unusually versatile. Twelve years' complete management experience, covering all departments, including FCC and industrial phases. Demonstrated local and national sales ability.

Box 161A, BROADCASTING.

KDYL
Showmanship THAT WINS *Intermountain Audiences*
The POPULAR *Station*
Salt Lake City
National Representative
JOHN BLAIR & CO.
NBC RED NETWORK

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

ADVERTISE in BROADCASTING for Results

KWKH
50,000 WATTS
SHREVEPORT, LA.
CBS

Dominant in sales, results, public service, and interest

Owned and operated by The Shreveport Times. Ask The Branham Company for more information about KWKH, one of the eighteen CBS 50,000 watt stations.

Merchandising & Promotion

Cost allocating—Spot Folio—Civil Service—Ring That Shines—Stamp Albums

ANTICIPATING possible times "when the honeymoon won't be so sweet for radio or for any advertising", WLW, Cincinnati, is using space in national magazines, including *Fortune* and BROADCASTING, to promote its Cost Allocation Plan. The initial page of the campaign was published in the November issue of *Fortune*. WLW has pointed out as significant the fact that it is launching the promotion to sell advertisers on a greater use of WLW when station revenue is at an all-time high.

* * *

Window Displays

LATEST merchandising wrinkle developed by WHK-WCLE, Cleveland, which some time back started merchandising spot announcements through distributing six-inch recordings, is built around 7x14-inch window cards carrying pertinent information about station, sponsor and program, which are placed in store windows around the city. Each card is accompanied by a display of the sponsored product—at point of sale—and aids consumers in associating the product with the program. The cards have been so successful the Weinberger Drug Co., Cleveland chain, has arranged to build special displays around the cards in several of its store windows.

* * *

Civil Service Tieup

RECOGNIZING the great interest on the part of job seekers in Civil Service and defense positions, WWRL, New York, has entered into a mutual promotion agreement with the *Civil Service Leader*, a weekly newspaper devoted to Civil Service news. The reciprocal pact calls for WWRL to broadcast the latest Civil Service news and announcements of new tests during the 10 p.m. newscast each evening. In return, the station receives a display in the *Leader*

* * *

DEFENSE STAMPS offered for questions which stump announcer- or engineer-guides have attracted large groups of college and high school students to the studios of WWL, New Orleans. They so far have stumped the experts on radio questions only three times.

Carries more local advertising than any other tri-city station by more than 3 to 1!

WTRY
1000W TROY, N. Y. 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

'March' Tieup

A MOVIE trailer deal has been arranged by WLS, Chicago, with theatres in the Chicago area that exhibit the monthly "March of Time" feature. The station is furnishing the theatres with advance trailers plugging the movie feature, and at the same time, calling attention to the weekly *March of Time* half-hour broadcast on WLS.

Rose Bowl Trips

FEATURING as grand prize two all-expense trips to the Rose Bowl game on New Year's Day, unique *Pick the Winners* contest is being conducted by KELO, Sioux Falls, S. D., together with Mid-Continent Airlines and four local sponsors. Weekly ballots listing 24 major college football games to be played the following Saturday are distributed by the sponsors with contestants rated according to the winners picked. Contest is divided into a men's and women's divisions. Contest promotion includes two weekly Rose Bowl Programs conducted by Marie Horten and Russ Van-Syke of the KELO sports department and special window displays.

a better time to
BUY A FORD!
SAYS BOB GARRED

REPRESENTING SPONSOR, station and agency, smiling approval is registered to new poster used to merchandise thrice-weekly quarter-hour newscast, *Bob Garred, News*, KNX, Hollywood. Looking at poster, one of 3,000 distributed to dealers throughout the Southern California area, are: Seated (l to r) Bob Garred, J. E. Coberly, board of director chairman of Ford Dealers Adv. Assoc., Los Angeles, sponsoring the series; standing (l to r), Edwin Buckalew, CBS Pacific Coast sales service manager; Vinton Hall, account executive of McCann Erickson Inc., Los Angeles agency servicing the account.

Shop Talk

TO STIMULATE Christmas shopping, three participants on the WQXR, New York, *Let's Talk Shop* program are offering weekly prizes of $50 in merchandise and services for the best letters written on assigned topics. On Nov. 24 the subject will be "My Idea of a Beautiful Woman" with Charles of the Ritz offering the prize. Hammacher Schlemmer will award prizes for "My Idea of a Well-Equipped Household" the week of Dec. 1, and W. & J. Sloan conducts the contest on "My Idea of Attractive Home" on Dec. 8.

* * *

Shadow's Ring

A LUMINOUS ring, which glows in the dark, by which *The Shadow* solved one of his most difficult cases on the MBS show for D. L. & W. Coal Co.'s Blue Coal, is being offered to listeners. The ring is a plastic product which is treated so that it will shine in the dark with an eerie glow. Ruthrauff & Ryan, New York, handles the account.

Stamp Albums

A SPECIAL ALBUM has been designated by WDAS, Philadelphia, using the patriotic colors, to hold an investment of 25 cents for each participant in the station's daily *Sidewalk Interview*. The quarter is a defense saving stamp, given to each person heard. This encourages sale of stamps, starting the recipient on the way to buying a defense bond. Approximately ten albums and stamps are given away each day, plus an album and stamp to listeners who send in suggested questions for use on this quiz forum.

Quiz Column

WEEKLY FEATURE titled "Brain Teasers of Quiz Question Fans", based on NBC-Blue *Auction Quiz* sponsored by Standard Oil Co. of Indiana, is appearing in 1 newspapers. Questions submitted to the program from the basis of the feature column of questions and answers.

WISH the new Merchandising Station
NBC • 5000-1000 Watts
INDIANAPOLIS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

NBC Birthday

(Continued from page 9)

Chairman Fly, despite the current finish fight with the major networks over the chain-monopoly regulations, nevertheless extolled the contributions of RCA and its subsidiary, NBC, to development of radio. He recalled the laboratory work of eminent scientists in development of radio, mentioning by name such figures as Alexanderson, Fessenden, Zworykin, Pupin, DeForest and Armstrong.

Fly's Tribute

He cited RCA as "born of a national emergency and growing, better to serve in this, another period of great national stress;" and NBC, "who just 15 years ago demonstrated the vision and the initiative to inaugurate the first nationwide network."

"Marked ability was theirs, and a perseverance born of faith."

He extended to NBC, its officers and staff a "well earned Happy Birthday," and urged that all Americans "seize this significant moment again to resolve that the achievement of all these men in radio shall be bent to serve the common good. Thus can we realize the benefits implicit in radio, and thus can we repay in some measure our debt to the men who have made broadcasts like this possible."

In concluding the formal portion of the mammoth broadcast from Washington and in acknowledging the congratulatory statements of the President and his aides, Mr. Trammell pointed out that what was a dream 15 years ago "is a stirring reality today, and we can be very thankful this evening that we have a free radio, the only country in the world today that retains this essential arm of democracy."

Berlin Ban

He pointed out that word had only today been received from Berlin that NBC no longer could broadcast from the Axis metropolis. "That decision by Hitler came because we refused to submit to an unwarranted restriction on our reporting of factual news. Of course we recognized the necessities of military censorship. But American radio cannot be made a tool of the European dictatorships. We have a free radio and it shall remain free."

MONOPOLY rules evidently were forgotten as NBC observed its 15th anniversary. Here's President Niles Trammel of the network and FCC Chairman Fly, whose divergent views on broadcasting have been well publicized, smilingly greet each other with a hearty handclasp. Picture was made in the NBC Washington studios Nov. 15.

Mr. Trammell cited NBC's operation as "one of the most striking examples of business cooperation in American industry." In the anniversary broadcast, he said, more than 200 independently owned stations joined together to broadcast the birthday party. He expressed his appreciation for the "loyal and intelligent support which this company has received from its 2,300 employes scattered throughout the world.

Three thousand top-ranking artists from every field of entertainment participated in the broadcast from 11:15 p.m. to 2 a.m., marking the greatest array of talent ever before assembled in the history of radio for a single broadcast. The program was carried by the 243 stations affiliated with the Red and Blue coast-to-coast networks and more than 100 affiliated stations of NBC's Pan American network. There was also a special hook-up linking all four corners of the world, establishing the most extensive field hook-up ever attempted by NBC.

In addition to the formal addresses from Washington, David Sarnoff, RCA president and chairman of the board of NBC, greeted the world-wide audience.

There were pick-ups from capitols of embattled Europe throughout the evening, with NBC's news commentators in this country carrying on two-way conversations. Included in the broadcast were some 50 of the nation's top bands, along with practically all of NBC's headline talent.

Texaco Resumes Met

METROPOLITAN OPERA, under sponsorship of the Texas Co., New York, for the second successive season will return to NBC-Blue Nov. 29 at 2 p. m., with the performance of "La Traviata" on 145 stations. This year, beginning with the Dec. 6 program, the series will be shortwaved to Latin America over NBC stations WRCA and WNBI. A new intermission feature, "Music in America," designed to show the march of musical progress in U. S. will be discussed by a prominent speaker and the "Opera Question Forum," last year's quiz feature with well-known guests answering questions sent in by listeners, will again be part of the broadcasts, as will the intermission feature "At Home With the Metropolitan Opera Guild" with officials discussing various phases of opera production. Buchanan & Co., New York, is the agency.

WCCO, Minneapolis, recently tested all staff engineers, production men and announcers with an Audiometer to determine individual frequency responses.

March of Time
Treasury Hour
Gang Busters

AND OTHERS EQUALLY EXCELLENT PULL LISTENERS FOR

WING THE DAYTON STATION

BUY WING — GET WIZE
5000 WATTS • NBC RED & BLUE

Paul H. Raymer, Representative

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

FAIRMONT
A Fort Industry Market

A WORD ABOUT AUDIENCE SURVEYS

WMMN has a constant, day-to-day survey in progress that PROVES the station's popularity. Uncle Sam does the job. Every day his mailmen gather hundreds and hundreds of letters into a big bundle consigned to WMMN. They're letters from listeners—scores of them just friendly letters greeting members of the staff, many of them letters containing cash for the purchase of products advertised on WMMN. The worth of such a survey can't be denied. The proof of our audience is available in every daily "mail count".

National Representative
John Blair and Co.

A FORT INDUSTRY STATION

5,000 WATTS DAY
1,000 WATTS NIGHT

WMMN

FAIRMONT, W. VA.

Agencies

A. E. McALFRESH, vice-president of Pedlar & Ryan, has returned to his New York headquarters following a ten-day conference with William Lawrence, Hollywood agency manager on former changes of the weekly CBS *Orson Welles Show*, sponsored by Lady Esther Ltd.

RALPH E. POWER, head of the Los Angeles agency bearing his name, is recuperating from a major operation. Morse Peterman, formerly of the Power Agency, and now at Fort Ord, Cal., is in the Army hospital with a broken breastbone.

JOHN B. SHAW Adv., Los Angeles agency, has changed its name to The Shaw Co., with headquarters continuing at 816 W. Fifth St.

JACK LORD, recently with *Coast* magazine and before that with Sidney Garfinkel Adv. Agency, San Francisco, has joined the staff of Leon Livingston Adv. Agency, San Francisco, in charge of the copy department.

JOSEPH H. CONN, formerly account executive of the Biow Co., New York, has joined Weiss & Geller, that city, in the same capacity.

ARTHUR JOHN DALY, program producer of N. W. Ayer & Son, New York, is the father of a boy born recently.

RICHARD EARL SHARP, former special writer and account executive of KMOX, St. Louis, is now commercial writer and script supervisor for the Ralph H. Jones Co., Cincinnati.

ROY S. LONG, formerly account executive of Anfenger Adv. Agency, has been appointed New Orleans branch office manager succeeding Ensign Richard L. Scheidker, USNR, who has been called to active duty.

ON THE LINE for another 52 weeks of successful advertising on KVOA, Tucson, goes the signature of Harold Steinfeld, owner of Steinfeld's Department Store. Henry Schaffer, KVOA commercial manager, beams approval of the renewal contract.

ADCO ADV. Co. has been formed in Los Angeles to develop special fields in advertising, concentrating on accounts in the mail order, religious, drug, cosmetic, health foods and appliances, lectures, industrial and technical fields. Media to be featured on a national scale include radio, direct mail, newspapers and magazines. Members of the firm include Faraon Jay Moss, Edwin B. Newport, Eric H. Munsinger, Wallace Busse, Jo Hollebaugh and John T. Davies. Offices are located at 5212 Wilshire Blvd., Los Angeles.

GLEN KING, formerly of KROW, Oakland, Cal., has joined Western Radio Productions, an Oakland agency.

FOOD ADVERTISERS AND MERCHANDISERS Should Eat This Up!

"KEEP FIT with PATTY JEAN"

—a KEX success story of food advertising

Again, in the case of the Patty Jean program for the Franz Bakery, KEX has shown how well it can do a region-wide food merchandising job. This program, on KEX twice daily, outpulls anything else on the air in Portland on mail return, and the coverage story is amazing. Requests for the Patty Jean exercise chart are being *consistently* received from *all parts* of Oregon and Washington. The Patty Jean story proves that KEX can do a really GREAT job for any food advertiser. If you'd like details, write us about it.

KEX "THE VOICE OF THE OREGON COUNTRY" PORTLAND, OREGON

Represented Nationally by EDWARD PETRY & CO.

A TESTIMONIAL dinner was given Harry Feigenbaum, head of the Harry Feigenbaum Adv. Agency, Philadelphia, at the Embassy Club on Nov. 13. More than 75 friends and business associates participated. Mr. Feigenbaum was presented with a silver service.

LARRY RHODES of Grant Adv. Inc., Chicago, writer of *Doctor I. Q.*, on Nov. 1 married Mary Lou Wickard, who has just joined **Free & Peters**, Chicago.

BRUCE SMALL, formerly assistant to the time buyer of William Esty & Co., New York, has joined Badger & Browning & Hersey, that city, in a similar capacity. Roger O'Connor, of the Esty staff, succeeds Small at that agency.

OLIVER TREYZ, formerly of WNBF, Binghamton and WAGE, Syracuse, has joined the radio department of BBDO, New York.

WALLACE MAGILL, formerly of the NBC production department in New York, has joined the radio department of N. W. Ayer & Son, that city.

MARY GREENE has been appointed production manager of Cesana & Assoc., Hollywood, replacing Beth Hunt, resigned. Miss Greene was formerly on the production staff of Western Family Publishing Co., Los Angeles (magazine).

CARL WEBSTER PIERCE, radio director of Cesana & Assoc., Hollywood, has written a series of radio adaptations for one act plays to be published by Drama Guild Publications, Boston.

KYW Fetes Agencies

MORE THAN 40 agency representatives from the Philadelphia area were guests of KYW, Philadelphia, at an informal luncheon at Hotel Warwick Nov. 13. Leslie W. Joy, KYW general manager, and B. A. McDonald, sales manager, were hosts. The luncheon had a two-fold purpose, to express appreciation to the agencies for their friendly support of the station and its policies during lean years and good, and to introduce the members of the headquarters staff of Westinghouse Radio Stations Inc.

SAM HENRY, former director of radio advertising of NAB and later a member of the Washington agency of Vincent Tutching Associates, has been named advertising and sales promotion manager of the Briggs Clarifier Co., Washington, manufacturers of oil filters.

FAIRCHILD PORTABLE RECORDER

- Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations. Write for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD Sound Equipment Division

AVIATION CORPORATION

88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Radio Planter

WITH an increasing number of stations accepting film studio publicity releases for newscasts, Larry Ginsberg has been made 20th Century-Fox Film Corp., Hollywood planter of radio news. He was formerly assistant to Jack Mulcahy, the film studio's radio news coordinator.

Roberts Named

HARLOW P. ROBERTS, forme sales and advertising manager o Pepsodent Co., Chicago, advertising director o Purity Bakerie Corp., Chicag and recently dio departme manager o Blackett-Sample-Hummert, Chicago, joined Good kind, Joice & Mor gan, Chicago, Nov. 15 as vi president. Roberts will have charge of t agency's merchandising activitie

Mr. Roberts

Bundles Campaign

STATIONS throughout the cou try will be asked this week b Bundles for Britain to carry dai announcements during Decemb promoting the Christmas cards t organization is distributing throu large companies. Each card ca ries space for 39 signatures, ea person to make a contribution as h signs. Bundles for Britain w send a bound volume of the car with a draft for the total amou to Queen Elizabeth of Englan who will in turn distribute t money as she sees fit for prese to children in bombed areas.

Bivens Named

WILLIAM C. BIVENS, announ of WBT, Charlotte, N. C., who h been acting as official announ for the *Vox Pop* program on C when it originated south of t Mason & Dixon line, has be named announcer and advance m for the show, which is sponso by Emerson Drug Co., Baltimo Bivens will travel ahead of Pa Johnson and Wally Butterw lining up prospects for intervi and collecting local color about t origination point.

Young to Gruen

JOHN P. YOUNG, formerly vertising manager of the A strong Cork Co., Lancaster, where he spent 17 years, has appointed director of advert of the Gruen Watch Co., Cin nati, according to Benjamin K president of Gruen. Mr. Young be in charge of the spring campaign for Gruen, which a next year will feature annou ments on a large list of statio

BOARD OF DIRECTORS of P Corp., Philadelphia, on Nov. 17 clared a dividend of 25 cents share, payable Dec. 12 to stockho of record Nov. 28. This is the fo dividend of 25 cents per share dec this year and the 129th cash divi since the radio and television com was established.

ervice Radio Programs reed of Bans by CBC

ESTRICTIONS have been lifted y Canadian Broadcasting Corp. the commercial sponsoring of adio programs for the armed serv- es, according to a circular letter nt to all stations and advertising gencies by Jack Radford, CBC pervisor of station relations at oronto Nov. 13. The policy "pro- biting commercial exploitation ther directly or indirectly, of anada's armed forces either here abroad" was laid down May 31, 940.

At the recent meeting of the CBC ard of Governors at Ottawa this licy was again surveyed and it as felt developments justified sing the restrictions. The CBC ard of Governors decided that in e future it would sanction "the e in commercially sponsored pro- ams of material relating to war rcumstances, provided such use es not involve any actual ex- loitation of the services here or road." This change has for some me been requested by Canadian vertisers who have watched the velopment of sponsored programs the United States at various my training and recreational nters.

Utility Campaign

OCAL electric power and light mpanies throughout the country hich have been banding together r purposes of undertaking a operative institutional advertis- g campaign [BROADCASTING, Sept.], in a few weeks will launch e first phase of the drive with ace in several national week- s. Group, which has been consid- ng a radio adaptation of *Mr. & rs. North*, book and Broadway ay by Martin Gosch and Howard arris, for a net show, relinquished s option on the half-hour pro- am when it could not make a ecified starting date. N. W. Ayer Son, agency in charge, indicated, wever, that when radio plans e formulated by the first of the ar, the *North* play would be ven first consideration if still ailable.

Malone's Contest

ONE-YEAR scholarship to Wil- m Jewell College in Liberty, Mo., being offered to the boy or girl igible to enter college next fall ho writes a prize interpretation "American Youth & the Ameri- n Way" in a contest sponsored Ted Malone, poetry commenta- r of *Between the Bookends* on BC-Blue. Contestants must be nsored by a teacher, librarian, rent, guardian or friend who ll receive $100 worth of books his own choice if his candidate ns first prize. Entry blanks are tainable from Ted Malone, care NBC, New York.

Vermouth Feeler

INE SHIPPERS IMPORT rp., New York (Vermouth), is nducting a 13-week test cam- ign of six participating an- uncements weekly on WINS, w York. If the test proves suc- ssful, more stations may be ded, according to Redfield-John- ne, New York, agency in charge.

Canadian CPs

TWO CONSTRUCTION permits for stations in Ontario have been issued, but call letters have not as yet been assigned. D. A. Jones of Rouyn, Que., has been granted a license for a station at Pembroke, Ont., with power of 250 watts on 1340 kc., and Gordon E. Smith, of Brantford, Ont., has been granted a license for a station at Parry Sound, Ont., with power of 250 watts on 1450 kc., according to G. C. W. Browne, assistant controller of radio, Department of Transport, Ottawa.

Cooper Song Featured

KENT COOPER, general manager of Associated Press with a song-writing hobby, has written a new song, "Sunset", which was to be a featured tune on the Nov. 24 *For America We Sing* broadcast on NBC-Blue. A special arrangement of the song has been made and played by Dr. Frank Black's orchestra. Mr. Cooper also is the author of "Dixie Girl", originally written in 1923, which was introduced to radio in the last year to become an immediate hit.

Chibears' Alaskan Fans

MEMBERS of the United States Army stationed at Juneau, Alaska, aviation base are regular listeners to the broadcasts of the Chicago Bears' professional football games on WENR, Chicago, according to a communication received by the station from Major John J. McNeil, infantry officer at the base, who wrote that the "reception is fine". The games, broadcast each Sunday, are sponsored by Pabst Brewing Co., Chicago.

☛50,000 Watts

☛Red Network

☛Pittsburgh
Allegheny County & Tri-State Area

☛1¼ Million Radio Families

☛Showmanship

These factors—and unprecedented business activity in the Pittsburgh Tri-State Area—add up to an all-time high value for Radio Advertisers on....

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC • KDKA KYW WBZ WBZA WOWO WGL • *REPRESENTED NATIONALLY BY NBC SPOT SALES*

UNCLE DON'S AN INSTITUTION

Youngsters Wash Their Ears and Parents Buy —From His Sponsors, Says WOR—

Sometime this month a large and not quite portly gentleman named Don Carney will lean back his piano in a WOR studio and discuss the virtues of the Greenwich Savings Bank for exactly the three-thousandth time.

Mr. Carney (the small fry of the population would never refer to him by any other name than "Uncle Don") is not certain just when this historic event will occur. During the 11 years he has been talking to children over WOR, he has twice taken a short vacation and cannot recall whether on the second of these occasions he took two days off or three. Thus the actual date of the celebration is in doubt.

This failure to mark a milestone for the benefit of posterity does not matter very much to Uncle Don, whose posterity is forever growing up and getting all out of hand anyhow. Besides, Don thinks that to be perfectly fair you would have to count the number of times he has talked about the Greenwich Savings Bank in his sleep. The bank was Don's first sponsor way back in 1930 when he began his program over WOR, and it has stuck right with him ever since.

Don has a habit of holding on to sponsors. For example, the Maltex Co., makers of the cereal of the same name, is now going into its fourth year on Don's program. His other backer, the National Shoe Stores, hasn't really cut its eye teeth yet, having been with him only eight weeks.

Mutually Pleased

All three of these sponsors stand on equal ground, however, in that they are all pretty happy about Uncle Don. For the benefit of the Greenwich Savings Bank, Uncle Don has found a subsidiary corporation known as the "Earnest Savers Club". Earnest Savers have written a quarter-of-a-million letters to Uncle Don and have opened a total of 25,000 new accounts at the bank, not to mention the transfers of the past 11 years which have occurred when Earnest Savers grew up and bore children who in turn became Earnest Savers. You can see how this sort of thing just goes on forever.

For Maltex, Uncle Don has also been organization conscious. Under his aegis a group of about 10,000 young citizens have banded themselves together under the title, "The One Hundred Percent Breakfast Club", a large and healthy organization which pledges itself to eat a breakfast of fruit, milk, buttered toast and cereal (preferably Maltex) every morning.

UNCLE DON

There is no club for the National Shoe Stores. In fact, this account is one of the few straight selling jobs Uncle Don has ever done. But the idea that boys and girls can wear shoes just like mamma and daddy is so completely a natural that Don doesn't think a third organization on his program is necessary.

Quits Biting Nails

Altogether Don has had, in his 11 years on WOR, something over 90 sponsors, for whom he has sold everything from blankets to vitamin pills. And the mail?—the mail would be impossible if it weren't true. Listen to this:

"The children are writing for their banks now and so will take advantage of this opportunity to tell you that as a result of your broadcasting the boy has ceased biting his nails and his mother and I are amazed at how quickly he eats his Maltex. He has promised to eat and do whatever you tell him to".

You would not think that just sitting down to a piano and fingering it with one hand the while y tell a bedtime story or two a admonish Johnny not to touch h little baby brother with those dir dirty hands would have much to with the marts of trade and hi finance. But Uncle Don has pro it has. Maybe the answer is th in his larger self, Don Car is no man at all, but an insti tion.

WAAT, WHEC Contract Are Claimed by AFR

AMERICAN Federation of Radi Artists reports that contracts hav been signed and ratified wi WAAT, Jersey City, and WHEC Rochester. Both agreements are th standard AFRA forms, the WAA contract running for one year a the WHEC agreement for tw years.

In recent elections William Adams was reelected president the New York local of AFRA, a Sam Parker was again chosen head the Miami local. Other Ne York officers include: Alex McKe Eric Dressler, Ben Grauer, Walte Preston and Mark Smith, vic presidents; Anne Seymour, record ing secretary, and Ned Weve treasurer· Miami officers, in add tion to Mr. Parker, are: Don Bu ler, vice-president; Jack Ell worth, secretary; Fred Handric treasurer.

HELLO, FOLKS

4th Army Corps Gets WBT 'Midnight Party' Time

WBT, Charlotte, starting Nov. 1 turned over the time for its dai 55-minute *Midnight Dancing Par* to the 4th Army Corps, now maneuvers in the Carolinas, for new series of programs designe to keep maneuvering troops touch with their home-folks. Th special series, to be conducted ea night from 12:05-1 a.m. by Priva George M. Monaghan, formerly WTHT, Hartford, Conn., will pr sent interviews with boys in th Army, along with music dedicat by them to the folks at home.

The plan for this new servi to the armed forces drew enthu astic praise from Army officer The program will be broadcast an established audience, built by *Midnight Dancing Party*, whi has drawn regular fan mail fr listeners in the 48 states.

TURNER Co., Cedar Rapids, has developed a new Model 21 namic microphone for broadcasti as well as public address syste bands and others requiring a high-f quency range microphone. Accord to the manufacturer, the new m utilities a new type magnet struct and acoustic network.

To Get All There is in Central New England

Complete Central New England radio coverage hinges on one station—WTAG—the one radio station Central New Englanders tune to, the clock around, for their radio news and entertainment.

According to a special Crossley study, Worcester listeners say that their listening habits are outstandingly high compared with other cities surveyed.

According to a Hooper-Holmes independent study, retailers say that preference for WTAG is outstandingly high throughout the Central New England Market.

WTAG
WORCESTER

COVERING THE VITAL MARKET
VT
N.H.
MASSACHUSETTS
WORCESTER
CONN.
R.I.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
1000 WATTS 560 KC FULL TIME NBC BLUE
KFDM
BEAUMONT
Represented by HOWARD H. WILSON COMPANY

Ann Tenna says:
They've given WINS another name ..."New York's New BIG Station"
...but WINS by any other name sells just as sweetly!
(No rose am I..... but I'll make your sales bloom!)
WINS

TUNNEL RECEPTION
Claimed After Long Tests
By KDKA, Pittsburgh

RST claimed radio reception in hicular tunnels has been made KDKA, Pittsburgh, engineering partment after months of experiments in Pittsburgh's mile-long berty Tubes under Mount Washgton. With the cooperation of legheny County Commissioners, rk was begun at the suggestion James B. Rock, KDKA general anager. T. C. Kenny, assistant ief engineer was in charge of the periments.

Installation of temporary power es in the tunnel led to the disvery that reception might be ssible. In the course of repair rk a wire was strung along the p of each tube and motorists with tter-than-average sets found they uld pick up a weak signal. Kenny stalled permanent wires to act antennas. Lead-in was to a kup antenna at the top of Mount ashington.

To counteract loss of strength ffered in transmission Kenney en moved the outside antenna and plifier from the hill to the Pittsrgh end of the tunnels where nals from all five Pittsburgh stations could be picked up without reflection from the hill. This jumped the signal strength from .5 mv. to almost 60 mv. at the end of the tunnels, decreasing to 25 mv. at other end of tunnels.

FOOTBALL COVERAGE is aided by these mechanical setups. The portable setup at left is used by Wib Pettegrew of WOSU, Ohio State U station (left photo) to keep track of lineups and substitutions from the booth. A six-slotted revolving cylinder is used for each position on each of the teams. A quick flip brings a sub's name into position. The "indentifier" is carried by a shoulder strap and was built by W. E. Eckenrode, Ohio State master mechanic.

At right is the studio setup used by KOA, Denver, to broadcast telegraphic play-by-play reports. Starr Yelland (hand at ear) handles play-by-play, and is aided by Bob Young (just behind him), who uses a pointer on a ruled backboard and reads commercials. Partly concealed is Don Martin, KOA news editor, who edits copy. Ed Sproul (foreground) checks substitutions for gridgraph.

BRIEF opposing a review by the U. S. Supreme Court of ruling handed down in early July by the U. S. Circuit Court of Appeals at Los Angeles, permitting the recording of a book or poem without payment of royalty to the author, has been filed by Frederick Leuschner.

Radio in Blackout Drill

RADIO will be used to inform the public and to obtain volunteer recruits for various drills, as well as to instruct the civilian population in its duties when and if blackouts become necessary in the United States, according to a new pamphlet prepared by the War Department for the Office of Civilian Defense. Titled *Blackout*, the 60-page pamphlet, bound in heavy black paper with a standout blue design, gives a complete survey of the problems involved in blackouts, how they can best be offset and the cooperation expected from public utilities and other facilities.

Two Serials Created

TWO NEW daytime radio serials have been created and will be written by Edward Longstreth, formerly director of radio for the Colgate-Palmolive-Peet Co. and Bruce Chapman. The series is especially designed to incorporate the commercials within the framework of the dialogue. Serials will be handled by the William Morris Agency, New York.

KHUB, Watsonville, Cal., has appointed Walter Biddick Co., Los Angeles, as exclusive Pacific Coast representative.

ST MONTH 7,600 PEOPLE MOVED INTO WASHINGTON

(this month most of them are listening to WJSV)

Talk about "Boom Towns"! Washington, D. C. came through with a 1940 Census count of 663,000—a 35% gain over 1930! And more was yet to come. This year people have been pouring into the District of Columbia at an estimated rate of 7,600 every month!

And that's not counting visitors... the thousands who come every week to see—and to spend—in the nation's capital. It's based on the 91,200 people who are expected to take a permanent place this year in the highest per capita income and retail sales market in the country.

The best way to reach these 91,200 newcomers is the way the country's most astute advertisers reach Washington's 663,000 oldtimers. On 50,000-watt WJSV—Washington's best salesman!

WJSV COLUMBIA'S STATION FOR THE NATION'S CAPITAL

Owned and operated by CBS. Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco

IN
ROCHESTER
IT'S
WHEC

BASIC CBS

to add sales
in the wealthy
SHREVEPORT
market . . . add
KTBS
1000 WATTS • NBC RED
SHREVEPORT, LA.
*The pivot city
of the Central Southwest*
Branham Co. • Representatives

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

CHECKING RESULTS of recent match with scorekeeper, Hal Damron, charming members of CBS Hollywood women's bowling team are (front row, l to r), Maxine Anderson (standing), Eleanor Ross, Virginia Damron, Bernice Barrett (standing); rear row, Jean Kerr, Hazel Miller, Anita Harryman, Kay Schaffer, Eva Weigold, Muriel Horner.

Studio Notes

TABULATING defense cooperation of WTRY, Troy-Albany, N. Y., Woodbury Carter Jr., program director, has found that since Sept. 1 the station has contributed over 700 one-minute spots and 50 five-minute programs. The 700 total does not include time contributed for the Petroleum Coordinator, Office of Production Management, and regular weekly programs of Army, Navy, Marine Corps and Women's Committee for Home Defense of Troy. In addition WTRY has used thrice-weekly quarter-hour program *National Defense & You*, using announcements from the N. Y. State Employment Service, Army and Navy recruiting offices in Troy and Albany, Civil Aeronautics Authority, Civil Service jobs in defense work and other defense agencies.

WHEB, Portsmouth, N. H., now carries original plays thrice-weekly of *Mask and Dagger*, dramatic society of New Hampshire U. produced, written and directed by student talent. WHEB maintains remote studios on the campus in Durham.

KPAC, Port Arthur, Tex., has appointed Burn-Smith Co., that city, representatives to work with Charles E. Bush Jr., sales promotion and publicity director of the station.

WROK, Rockford, Ill., has been awarded a plaque by the American Legion Auxiliary, Department of Illinois, "in appreciation and in recognition of faithful, cooperative and meritorious service to the citizens of the Rockford community." Award bears the signatures of state department officials.

KLZ, Denver, *Square Dance Party*, after only five programs is seeking larger quarters to accommodate large crowds of square dance fans. Originally staged in a studio at the station, SRO signs had to be put up an hour before broadcast time. Temporary location for the party is local YMCA gymnasium until a barn is found large enough to hold increasing crowds. Listeners participate with instruction sheets mailed by KLZ upon request in advance of the broadcasts.

KMOX, St. Louis, as a feature of Bob Dunham's daily *Five O'Clock News Show*, each day picks two hard-to-pronounce names in the news and provides a brief description and the right pronunciation of each.

KDYL, conducting a poll among Salt Lake City high school students, has found Ed Stoker's orchestra and other KDYL entertainers the most popular feature of the station with the younger set. Originating at KDYL, Ed Stoker and his orchestra are heard four times weekly over NBC-Red.

Texan Singers

THE WAR has made the weekly audition day at CKLW, Windsor, Ont., especially strenuous for Program Director John Gordon. So many boys from Texas are trying to enlist in the Royal Canadian Air Force depot at this border city, that to put in the time they are trying to crash radio in Windsor by singing those Texan ballads.

WSM, Nashville, reached back into history for a pre-game broadcast in connection with the 50th meeting of Vanderbilt U and U of the South on the gridiron Nov. 8. Having played 50 games, this is the longest series of uninterrupted games between any two schools, it is claimed by Tennesseans. WSM assembled past stars of the gridiron from the two schools for a round of reminiscing, included was Elliott Jones, who founded football at Vanderbilt and was captain of its team in 1890-91-92.

WCHS, Charleston and the West Virginia Network Nov. 12 honored the nine West Virginia men who lost their lives on the *Reuben James*. Staff-written script was built around Governor Neely, who appeared on the program.

W65H, Hartford FM station, recently inaugurated a new symphony program, *Symphony Hall*, to be heard daily 4-5 p.m.

WIRE, Indianapolis, on Nov. 21 broadcast direct from Newport News, Va., the launching of the Navy's newest battleship, *USS Indiana*, and addresses by Gov. Henry F. Schricker and Secretary of Navy Frank Knox. Eugene S. Pulliam, WIRE news editor, who described the ceremonies, and Engineer Eugene F. Alden, both ensigns in Naval Reserve, made the trip abroad a special train with the Governor and party. Program was also carried by WHBU, Anderson; WBAA, LaFayette; WLBC, Muncie; WBOW, Terre Haute; and WAOV, Vincennes.

LICA SERGIO, WQXR, New York, commentator, has inaugurated a Christmas drive to provide toys, candy and warm clothing for 25,000 Appalachian Mountain youngsters, none of whom are able to attend school this winter for lack of shoes and clothes. She has already sent 19 dozen woolen sweaters bought with money contributed by listeners. WQXR's staff plans to fill several dozen candy boxes and New York school children are sending lollipops to the unfortunate.

Studio in Grand Rapids Is Projected by WKZO

WKZO, Kalamazoo, has complete arrangements to open studios a offices in Grand Rapids, usin quarters in the Herpolsheimer Department Store. Contracts for th studio facilities were signed la week by John E. Fetzer, WKZO president, and Charles O. Ransford, for the store. The new Gran Rapids studios are expected to b ready for use in early December it was indicated by Ray V. Hamilton, WKZO general manager.

Harry Caray has been name director of programs from the ne studio by Paul H. Aurandt, WKZO program director. Hal Forwar also is to be sent to Grand Rapid as chief operator at the new setu

Big WJSV Account

NATIONAL BREWING Co., Baltimore, has signed one of the largest contracts in the history o WJSV, Washington, with a 2 week schedule of six-weekly half-hours featuring Arch McDonald WJSV sports commentator. McDonald will conduct a *Moon Dial* consisting of sports news, genera items and light music. Progra takes the air Dec. 15. Contract wa placed through D. Stuart Webb Baltimore agency.

SPEECH by President Roosevelt De 15 in observance of Bill of Rights Da will be broadcast on NBC, CBS a MBS as part of a special program i honor of the 150th Anniversary of th ratification of the bill.

WLW - WLWO - WSAL, Cincinnati employes were entertained Nov. 9 b the agricultural department of WLW in its annual outing to Everybody' Farm, near Mason, O. An old fashione turkey shoot was held with executive and stars in competition with th stenographers and property me Turkeys, ducks and chickens we awarded winners with doughnuts a cider served to the staff members a their families.

WFIL, Philadelphia, has signed a co tract with the National Assn. of Pe forming Artists for the use of the r corded music of the society's membe on both WFIL and its FM stati W53PH. The signing of the NAP contract, which went into effect N 17, follows by two weeks the signi of the ASCAP contract for both st tions.

KMJ, Fresno, and six California R dio System stations have start the fifth year of *Radio Forum Better Understanding*, designed eliminate bigotry and narrow-minde ness among people of various religi faiths. The forum feature highlig broadcast discussions by the three m isters of different faiths—Cathol Protestant and Jew.

KFRU
COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

JEWISH PROGRAMS IN ENGLISH

New York Broadcasts Prove Successful in Selling Specialized Markets

By MAURICE RAPPEL

Vice-President and Producer
American Jewish Broadcasting Co.
New York

RAMATISTS who experiment ith Shakespeare in modern dress ve nothing on us. In December, 39, we put a swing orchestra and riety show on WHN, New York, a Sunday afternoon, and pre- nted a half-hour of popular and aditional Jewish folk melodies in e lilting style of the modern musi- l manner.

Requests for tickets came in by e thousands, and *Yiddish Swing* oved into the Grand Ballroom of e Capitol Hotel to play to capac- y audiences of 2,000 and more ery Sunday thereafter. They nced in the aisles—not jitterburg ungsters, but sober, solid citizens, erage age, 32. And, whether at me or at the broadcast, they membered the sponsor—and ught!

Will It Work?

It was with a pioneering spirit at Edelstein Dairy Co. undertook sponsor *Yiddish Swing* from its st broadcast. Would such a pro- am, rooted in ancient traditional k melodies set to a modern mpo, be acceptable to the Jewish tening public? More broadly, uld any Jewish program set in American background, using ly English commercials and con- nuity, have selling appeal?

The answer is a definite affirma- e. The two sponsors who have ed the *Yiddish Swing* programs ve ample testimony to prove it. delstein's, the first sponsor, was independent dairy producer truggling to make headway ainst the large national dairy ains. Subway carcards was the ly advertising medium previously ed, and these for but a short run.

After sponsoring the swing pro- am for 45 weeks, Robert Edel- in stated: "The impetus gained rectly through our program ubled our sales in Greater New rk for two of our products— xedo Brand Farmer Cheese and ttage Cheese."

Matzos Sales, Too

Our second sponsor, too, has und gratifying results. On Nov. 1940, the B. Manischewitz Matzos . took over sponsorship with delstein's continuing with partici- ting spot announcements at the d of the program. Immediately e company sales graphs showed a finite rise. Fan mail and ticket quests kept coming in. Old folks well as youngsters set their ap- al to our programs.

at they bought as well as ed is demonstrated by the that *Yiddish Swing* was the edium used at first to intro- a new cracker product—Tam —to the metropolitan market. four weeks "our sales for product had risen to amazing expected heights", according Max Manischewitz, treasurer. cent survey showed, after a nths on the air, Manische- pped all others in the matzos with a sales record of 61.3%. the original 13-week contract expired, the company immediately extended it to 52 weeks.

A recent survey showed that 80.1% of those canvassed listened to our programs in the English idiom, while 34.3% listened to all Yiddish-language programs on all other New York stations combined (six stations carrying about three hours of Yiddish daily).

News Success

Another convincing example is the quarter-hour Jewish angle newscast of William S. Gailmore, commentator, sponsored by the Stuhmer Baking Co. This program followed immediately after *Yiddish Swing*, and together with another 15-minute period of classical music the 60 minutes is known as the *American-Jewish Hour*. So pleased was Stuhmer with results that, after repeated renewals, the company extended their contract to run on a 52-week basis.

The crowning quality of the *American-Jewish Hour* is that its features are concentrated into a big period unit in which each of the individual programs enhances interest and listening attention for the next show. The net results of the *American-Jewish Hour*, heard Sundays, 1:30-2:30 p.m. are shown in a Hooper Survey of May-June (the beginning of the slow summer months), which provides a rating of 1.9% for that period, right behind WABC and WOR, which were tied for first place with a rating of 2.5%.

WABC on All Night

ANOTHER STATION in the New York Metropolitan area to start an all-night program is WABC, CBS New York outlet, which on Nov. 14 began testing from 1-5:15 a.m. Friday, a record show with Arthur Godfrey. Last week WABC added an hour to the show, extending it to 6:15 a. m., and if the audience proves large enough, the station will extend its all-night operation throughout the week as a regular policy. Arthur Godfrey continues to do his regular daily 6:30-7:45 a. m. broadcast on WABC, as well as the 7:45 a. m. program on WJSV, Washington.

FM

with
Simplified
CIRCUIT DESIGN

GENERAL ELECTRIC

Canada Shortwave Post Busy Production Center

WITH SEVEN daily and 17 weekly broadcasts from Great Britain being fed to the Canadian Broadcasting Corp. network, the CBC shortwave listening post at Brittannia Heights, outside Ottawa, has grown to a busy production center since outbreak of war. A staff of four engineers is on the job 16 hours daily, while in another part of the building there is a staff of linguists picking up news and broadcasts from all parts of the world for the CBC news bureau.

The CBC shortwave receiving station uses two Canadian Marconi diversity receivers with a range from 5 to 25 mc. Because practically all broadcasts received from Great Britain for rebroadcasting in Canada come from Daventry, England, the two rhombic antennae atop four 90-foot wooden masts are oriented to Daventry. Programs received for rebroadcasting over CBC networks are fed through a master control and then through a specially balanced telephone line to CBO, Ottawa, and piped by telephone line to other CBC network stations throughout the Dominion. Foreign propaganda broadcasts are recorded for study.

PREVIEW of the Christmas spirit for service men stationed all over the world was shortwaved Nov. 21 on WRCA and WNBI, NBC's international stations, as well as on NBC-Blue, featuring the *Santa Claus Parade* down Hollywood Blvd.

Labor Series Extended

CALIFORNIA State Federation of Labor, Los Angeles, sponsoring the weekly half-hour program, *This, Our America*, on KFWB, Hollywood, on Nov. 24 extends station list to include KFOX KWG KROY and 15 Don Lee California stations, Monday, 8-8:30 p. m. (PST). Series, featuring a dramatized film adaptation with weekly guest orchestra and singer, will continue to emanate from and also be released on KFWB. John Boylan is writer-producer. Allied Adv. Agencies, Los Angeles, has the account. Walter McCreery and W. F. Gardner are account executives.

Bought by Caldwell

CALDWELL-CLEMENTS, New York, publisher of *Radio Today* and *Radio Yearbook*, has purchased *Radio Retailing* from the McGraw-Hill Publishing Co. and will bring out the first issue of the consolidated enlarged publication in January under the title *Radio Retailing Combined With Radio Today*. The purchase returns *Radio Retailing* to the direction of O. H. Caldwell and M. Clements, who launched its first issue in 1925 and supervised its publication for many years under its former ownership. Mr. Caldwell was a member of the original Federal Radio Commission.

WAGF, Dothan, Ala., and KHAS, Hastings, Neb., have contracted for the special radio news wires of PA.

5 REASONS WHY
THIS IS THE RADIO STATION
FOR YOU IN BOSTON

THE ONLY COMMERCIAL RADIO TRANSMITTER IN THE CITY OF BOSTON

1. Low daytime rates now in effect give you most results per radio dollar spent.
2. Going full time *very* soon.
3. Centrally located transmitter for concentrated Boston coverage.
4. New popular program structure.
5. An increasing record of advertiser successes.

MASSACHUSETTS
BROADCASTING
CORP.
COPLEY-PLAZA HOTEL
BOSTON, MASS.

National Representatives
HEADLEY-REED COMPANY
NEW YORK · CHICAGO
DETROIT · ATLANTA

WCOP

NOW, MORE THAN EVER BOSTON'S STAR SALESMAN

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

MEETING for the first time at NBC's 15th anniversary dance held Nov. 10 at the Hotel Waldorf-Astoria, New York, are Graham McNamee, veteran network announcer, and Ray Forrest (right), television's first announcer.

in the CONTROL ROOM

KILBURN CULLEY, control operator of WEEI, Boston, is the father of a seven-pound boy, born Nov. 11.

GUY HUTCHESON, CBS engineer, is now on the last lap of a six-month tour of the new CBS Latin American network and is expected to be in New York with his full report shortly after New Year's Day.

ED C. HORSTMAN, of NBC, Chicago, was elected president of the National Assn. of Broadcast Engineers & Technicians for the fourth term at the Association's eighth annual session, held in San Francisco recently. J. H. Brown of NBC, Hollywood, was elected vice-president and E. Stolzenberger, NBC television, New York, was named secretary. David Sarnoff, president of RCA was a guest at the group's annual dinner.

DAVID G. LYON Jr., formerly of WSYB, Rutland, Vt., has joined the engineering staff of WTRY, Troy, N. Y.

ART PECK, engineer of WCCO, Minneapolis, presided over the monthly meeting Nov. 19 of the Minnesota Institute of Radio Engineers held in WCCO's master control room.

JAY W. WRIGHT, formerly of KSL, Salt Lake City, and now with Glenn Gillette, Washington consulting engineer, is the father of a boy born Nov. 11.

EDWARD LUTZ, control room engineer of WFBL, Syracuse, has enlisted in the Communications Division of the Naval Reserve. He reported for duty in New York early in November. Before leaving WFBL, he was presented with a pen and pencil set at a dinner party attended by the station staff.

STAN REESE, control operator of KSL, Salt Lake City, is hospitalized from a major operation.

WILLARD HARTHO, formerly of WMFG, Hibbing, Minn., during December is to join the engineering staff of WKZO, Kalamazoo, Mich.

DOUGLAS CARVETH, transmitter operator, CJKL, Kirkland Lake, Ont., has been transferred to CFCH, North Bay, Ont.

DAVE KARBACH, former engineer of KOY, Phoenix, has joined KSUN, Lowell, Ariz., as announcer-engineer. Cliff Miller, relief engineer, replaced Mr. Karbach at KOY.

BRAIN TEASERS sent in by listeners to the NBC-Blue *Auction Quiz* program, sponsored by Standard Oil of Indiana, are the basis of a question and answer feature appearing in 160 U. S. newspapers as a weekly column.

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

Katz Drug Chain Finds Spot Campaign Successful in Short Promotion Drive

SPOT ANNOUNCEMENTS have proved a successful advertising medium for Katz Drug Co., Kansas City, during an intensive campaign of several weeks, according to Henry Gerling, Katz advertising manager. The Kansas City company, a well-known retail drug advertiser, this year undertook an ambitious experiment in radio advertising by using 1,540 spots on four Kansas City stations during a 10-week pre-Christmas promotion.

Directed by M. H. (Mouse) Strait, of Ferry-Hanly Agency, Kansas City, and Mr. Gerling, freelance actors and local announcers have made 40 different one-minute transcriptions, with 16 more planned. Twenty-two times daily the transcriptions are carried on WDAF, KMBC, WHB and KCKN. It was indicated that if the spots continue to show results credited to them during initial weeks, the company may use them as a permanent advertising medium.

Katz Drug Co. also has sponsored two Big Six football broadcasts on WDAF. The transcriptions were made in the recording studio of Vic Damon. Participating in the transcription process were Brownie Berg and Mabel Deutsch, freeland radio artists; Dick Smith, Gene Crum and Lou Kemper, WHB announcers, and Eddie Edwards, KMBS producer.

FM Display Is Shown In Eaton Tower, Detroit

TO ACQUAINT Detroit listeners with FM broadcasting, W49D, FM adjunct of WJLB, is sponsoring an exhibition of frequency modulation which opened Nov. 3 and will continue until Dec. 13.

The exhibition, occupying the entire 28th floor of Detroit's Eaton Tower, location of the station's studios and transmitter, features sound movies in color, non-technical explanations of FM operation, lantern slides of Maj. Edwin H. Armstrong's experiments and comparison demonstrations with AM. Space has also been reserved for dealers and distributors to exhibit the latest model FM receivers.

On the air since May 10, 1941, W49D expects to be operating with full power of 10,000 watts before the year ends. It now operates with 1,000 watts on a schedule of 64 hours of news, music, and variety weekly. Detroit now has four FM outlets authorized including W49D. The others are to King Trendle Broadcasting Corp., operators of WXYZ; W45D, adjunct to WWJ; W53D, operated by WJR.

Three in a Bunch

IRVE TUNICK, former continuity director of WINS, New York, and currently writing public service programs through the radio division of the U. S. Office of Education, on Nov. 23 heard three of his half-hour shows on NBC-Red within a four-hour period. From 12:30-1 p.m. Tunick's script on the contribution to the Negroes to American culture was heard on *Freedom's People*; 1:30-2 p.m., Tunick's 137th consecutive script was broadcast on *The World Is Yours*, while the 3:30-4 p.m. program, *Listen America*, used Tunick's script on the part food and nutrition play in defense for its opening broadcast.

WDRC's 20th

WDRC. Hartford, to observe the start of its 20th year of broadcasting, has dedicated the entire week of Dec. 10 as Anniversary Week. Special programs are to be carried throughout the week, with station breaks carrying the tag line: "WDRC, Hartford, now in its 20th year of broadcasting." General manager of the station, Franklin M. Doolittle, who founded the station in 1922.

WCKY Names Kackley

OLIVE KACKLEY, for three y a "goodwill ambassador" of WC Cincinnati, takes over a new at the station Nov. 24 as dir of women's programs, succe Ann La Hay, who resigned become radio editor of Chicago *Sun*. Miss Kackley take over the WCKY m spot 8:30-9 a.m. on which La Hay conducted her hou program. She also will co her speaking activities before and conventions.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Ou
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Ci
ROCK ISLAND • DAVENPORT • MOL

BIG and WCLE sk 50 kw on 640

ven Applications Pending r KFI's Clear Channel

NDICATING a battle-royal for signment on the 640 kc. clear annel, on which KFI, Los Anles, is the dominant station, two dditional applications were filed st week for 50,000 watts on the annel, bringing to seven the total w pending.

WBIG, Greensboro, N. C., CBS tlet, filed an application last onday for shift in frequency from 70 kc. with 5,000 watts to 640 . with 50,000 watts, with changes its directional antenna. WCLE, eveland, sister station of WHK, multaneously filed a similar aplication, seeking a shift from 610 . with 500 watts daytime to 640 . with 50,000 watts using a direcnal day and night. WCLE ended its pending application r assignment to 600 kc.

The two new applications were d by Loucks & Scharfeld, with engineering for the Cleveland ition handled by McNary & ambers and for the Greensboro plication by Herbert L. Wilson. Other applications now pending r assignment to 640 kc. include se of WCKY and WKRC, Cinnati, WCHS, Charleston, and JHP, Jacksonville, each seeking 000 watts; WOKO, Albany, Y., and WHCU, Ithaca, N. Y., th request for 5,000 watts full-e.

Book List Enlarged

ION & SCHUSTER, New York *our Income Tax*) has inased its spot announcement camn to approximately 125 stans with the addition of 68 stas in the past few days [BROADSTING, Nov. 3]. Agency is North-t Radio Adv. Co., Seattle. The tion list:

VOR KGGF KFEL KGHL WDBO KTFI
I KSOO KOB KCMO KFBI WTIC
O KOA WKAT KUTA KLX KTKC
IR KFOX KHJ KFBB KMA WCOP
AX WSUN WINS WTAG KANS KITE
WH KVAN WHB KGDM KOH KTRB
I WADC WBAX WCSC WPIC WBIG
KC WKMO WMRN WEBQ W43B
B KSL KIRO KQB WFAA WOAI
O KMOX WLS WGN WLW WCCO
IC WHAS WOR WBT WCAU WHAM
SV WBBM

Weight Lifting

FACED WITH the problem of moving 3½ tons of FM equipment 42 floors to the top of 444 Madison Ave., New York, engineers and movers of the new 10 kw. FM transmitter of W71NY, owned by WOR, New York, required six hours to do the job. Special crates for the sections fitted doors and elevators, which only went to the 40th floor, after which trap-doors were used. The 30-foot antenna and transmission line pipe lengths were taken up on the tops of the elevator cars.

Ronson Drive

ART METAL WORKS, Newark (Ronson lighters), for the second successive year starting about Dec. 10 will conduct a two-week intensive pre-Christmas campaign of one-minute transcribed announcements and participations stressing the lighters as appropriate gifts. Stations have not yet been set up but the agency, Cecil & Presbrey, New York, indicated the following markets would be used: New York, Chicago, Boston, Detroit, Los Angeles, Washington, New Orleans, Cleveland and Dallas.

Toscanini First

FIRST concerts broadcast by the NBC Symphony Orchestra under the direction of Arturo Toscanini without studio audience will be heard Dec. 6 and 13 on the NBC-Blue *Treasury Hour* program when the conductor leads the orchestra at the request of the Secretary of the Treasury. No reason for the decision was given by NBC officials, but it is understood the expected overwhelming demand for tickets to the broadcasts is the cause.

Selznick in N. Y.

RADIO talent, guest star appearances and package program ideas all will be handled from the new radio department set up in the New York office of Myron Selznick Ltd., talent agency. Serving advertising agencies, the new department will be under the management of Bob Ferres, formerly in the CBS artists bureau.

Radio Is Leading Factor In Filling 750,000 Jobs

THE ABILITY of radio to secure skilled workers for jobs in the national defense effort continues steadfast according to a statement made to NAB by Harry B. Mitchell, president of the Civil Service Commission, who stated: "The wholehearted, practical way in which radio has 'gone all the way' has been of first importance in our program."

Writing Nov. 18 he further stated: "As we pass the three-quarters of a million mark in placements in the War and Navy Departments in our 'all out' effort to supply workers for national defense, I again want to express my deep appreciation of the continuing help radio has given."

With the help of radio, since July 24, 1941, 250,000 placements have been made in the War and Navy departments. In the 12 months prior to that date the Commission stated that radio has been responsible for filling 500,000 jobs, all in the "skilled worker" category.

WORDS OF ADVICE to prospective radio workers are presented in an academic discussion in the form of a monograph, *The Program Side of Radio*, by George Jennings, program director of the Radio Council of the Chicago Public Schools [Bellman Publishing Co., Boston, 50 cents]. The monograph briefly reviews necessary qualifications, possibilities for development and pay for all types of program workers, from artists and announcers to stenographers and executives.

Lorillard Baseball

P. LORILLARD Co., New York (Old Gold cigarettes), is negotiating with the Brooklyn Dodger baseball club and WOR, New York, for sponsorship of the Brooklyn games next year. Deal was still pending as BROADCASTING went to press and will not be worked out until the return next week of Larry McPhail, Dodger president, now vacationing in Maryland. Last season Lever Bros. Co. (Lifebuoy), and General Mills (Wheaties) shared sponsorship of the games. Lorillard agency is J. Walter Thompson Co., New York.

Florida Fruit Drive

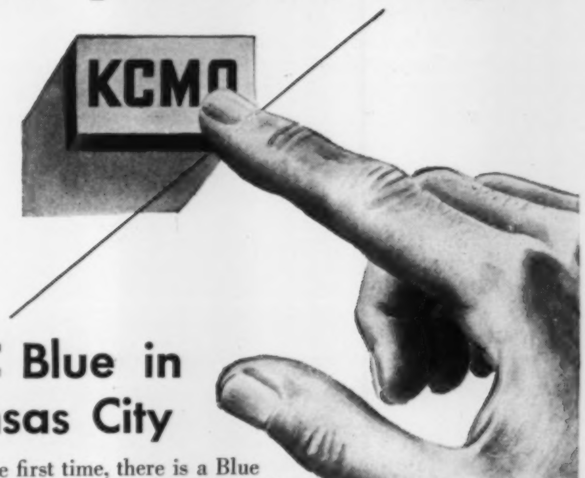
FLORIDA CITRUS Commission, Lakeland, Fla., about Dec. 1 will launch a radio campaign through its new agency, Blackett-Sample-Hummert, New York, using transcribed spot announcements and station breaks on 72 stations to advertise grapefruit, oranges and tangerines with copy stressing health angle. Starting date is flexible, depending on the date the fruit reaches the market. Contracts run 6 to 26 weeks.

Barbasol Placing

BARBASOL Co., Indianapolis (Shaving Cream), on Dec. 1 starts a 52-week scheddule of 30-word announcements on WFAA-WBAP, Dallas-Ft. Worth. Company is now using a news period on WWJ, Detroit, and is sponsoring Gabriel Heatter on 13 MBS stations, six times weekly. Agency is Erwin, Wasey & Co., New York.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
ternational Radio Sales _ Representatives

Now you can buy...



NBC Blue in Kansas City

Now, for the first time, there is a Blue Network station in the heart of the golden Kansas City market! And that station is the fast-growing, popular KCMO. No increase in rates. And KCMO's special merchandising service is at your service—*a plus in value that assures plus results.*

JACK STEWART
GENERAL MANAGER

5000 WATTS
KCMO
1480 ON YOUR DIAL

Represented by: *John E. Pearson*
NBC Blue Network Affiliate

Air Raid Signals

WBRK, working with the chief warden, now issues special time announcements for all air raid precautions workers in the Pittsfield area on days when mock problems are worked out. Since it is necessary that all time pieces be accurately synchronized this method has been found satisfactory as all workers are notified of the exact time of day that the time check is given.

Want more sales in Central New York?

TRY THE Pre-sold AUDIENCE OF

WFBL

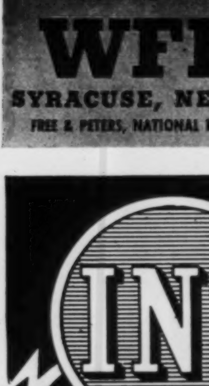
SYRACUSE, NEW YORK

FREE & PETERS, NATIONAL REPRESENTATIVES

INS

Another Important New England Radio station subscribes to INS — WORC, Worcester, Mass.

INTERNATIONAL NEWS SERVICE



How to Bring Home the Bacon

For 15 years WWNC has done a real job of "bringing home the sales." Located in a good, moderate-size market, WWNC oftentimes delivers sales far in excess of what those-who - don't - know - this - great station might expect. Why?---WWNC does a top-notch job of promotion for its advertiser that results in much plus business!

Get Results! -- Use....

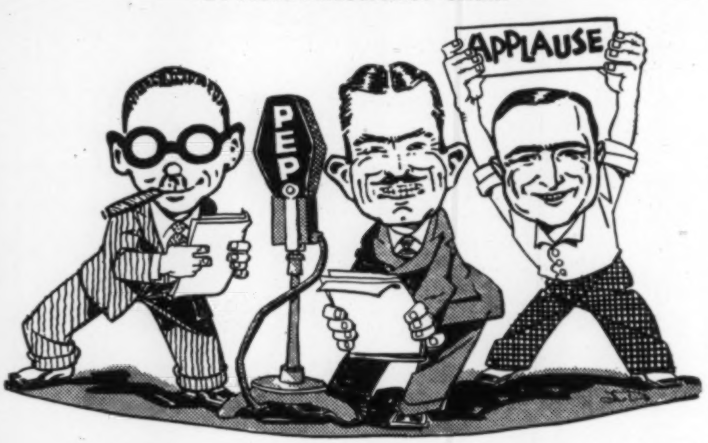
WWNC

ASHEVILLE, N.C.

570 Kc.
CBS Affiliate

PEP BOYS' 5,000 RADIO HOURS

Air Medium Plays Vital Role in Rapid Growth Of Auto Accessories Chain



By ADOLPH STRAUSS

Advertising Manager
Pep Boys (Manny, Moe & Jack), Phila.

Mr. Strauss

AN ALL-TIME record will be set Nov. 22 when the all-night *Dawn Patrol*, sponsored by the Pep Boys, auto accessories chain stores, will marks its 5,000th hour of consecutive commercial broadcasting over WIP, Philadelphia. The *Dawn Patrol* began its career almost three years ago, on the night of March 8, 1939, over WIP with the first all-night broadcast in Philadelphia. The program, then, marked a new turn in Philadelphia radio.

The growth of the Pep Boys stores, in which radio played an integral part, coincides with that of the medium itself. From the very beginning of commercial broadcasting, the Pep Boys have been prominent on the air. Prior to sponsorship of the *Dawn Patrol*, features sponsored in former years were Boake Carter, Paul Douglas, Heywood Braun and Gen. Smedley D. Butler.

It was shortly after their release from service in the World War I that Manny, Moe and Jack opened their first auto accessory and radio store. This year they celebrate their 20th anniversary with 52 Pep Boys stores throughout the East in addition to 17 stores on the West Coast.

During the past two decades the Pep Boys have set many innovations in advertising technique that have had their influence in modern advertising. Their policy has always been a human and humorous appeal, featuring in visual advertising the caricatures of Manny, Moe and Jack, who have always shown up in cartoon fashion depicting popular situations of the day.

Radio Booster

As advertising manager for the Pep Boys, I have always been an enthusiast for radio. In fact, I believe in any medium that reaches the public and can produce results. Moreover, I fully realize the value of institutional advertising and its ability to reach our prospects of today as well as to cultivate the potential customer of tomorrow.

In this long view, radio has proven to be a most excellent medium. Through the universal appeal of entertainment it reaches the immediate prospect of today and at the same time, includes the customer of tomorrow, which is a most important factor in business building for the long pull.

Our policy in advertising has always been to make the appeal as human and understandable as possible and we firmly believe radio to be that medium in the furtherance of that policy.

It is not easy for a station to convince a sponsor of the selling power of the radio during the early morning hours between 1 and 6.45 a.m. However, the farsightedness of the Pep Boys and their flare for innovations in radio advertising motivated the move 5,000 hours ago which has proven to be one of the most successful campaigns in all our advertising history.

It goes without saying that we are most happy to be responsible in establishing this new record in the annals of America radio. However, this signal honor, as Neville Miller, NAB president, has pointed out in a letter to me, is one that can be justifiably shared by all commercial sponsors in America radio.

Canadian Musi Tariffs File

Station's ASCAP Payments A Practically Doubled

MUSIC COPYRIGHT tariffs 1942 were filed in an extra num of the *Canada Gazette* dated N 13 at Ottawa, and call for paym of Canadian stations to Canadi Performing Rights Society of $20 660.38, as against $107,612 in 19 BMI Canada tariff is substantial as reported in BROADCASTING No 10, one-third of the total $116, collected for Canada on the ba of 8 cents per licensed receivi set, or such other amount as ma be determined by the Copyrig Appeal Board or pecentage to b established.

CPRS (Canada's ASCAP) h filed alternative schedules for f payments, under which each stati pays a proportion of the tot $203,660 (which works out to ab 14 cents per licensed receiver) set out in a table, or on a comp cated "per piece" schedule.

Rate Structure

This schedule calls for an ann fee, plus so much per piece or each three minutes or part ther occupied by the performance. Ra start at an annual fee of $25 per piece rate of 3 cents for s tions which would under the g eral schedule pay $200 or less year, and goes up to an annual of $500 and $3 per piece for s tions which would under the g eral license pay upwards of $20, per year. Under the per piece sch ule stations would have to ma monthly returns showing amo of time and musical works p formed in the preceding month pay for the use of the music wi 10 days of filing this accountin

A formula on which stations mentioned in the first schedule (stations which may be placed operation during 1942) will charged is given in the tariff includes power used, average hours of broadcasting, estim number of receivers in area which station operates and the portion of the year remaining elapsed.

Kay Kyser in Syrac On WOLF's Faci

SAID to be one of the few an unaffiliated station in with basic NBC service ha ried an NBC-Red program, Syracuse, on Nov. 19 broad regular *Kay Kyser Kollege of cal Knowledge* under arra with NBC.

The program had been early in October by WSYR affiliates in Syracuse, pre because of conflict with bas network programs, it was re Return of the program to Sy listeners brought press att the *Syracuse Herald-Journ* plating its radio page to h the news after its first edition on the street. A heavy preann ment schedule on WOLF the station's switchboard.

ASCAP Revises Disc Clearance

(Continued from page 7)

e, and under the individual ket ASCAP licenses for those have them.

Where a station has a blanket nse, the cost of the music is refore raised from 2¼% to 8%. method was defended by John ne, ASCAP general manager, d Herman Finkelstein, ASCAP rney, who contended that to operate on an optional basis might considered discriminatory.

During the meeting Mr. Paine led New York, where the CAP board was in session, and ed for a decision on the optional thod of clearance, and the re- d procedure resulted. The committee, of which Stanley Hubbard, KSTP, St. Paul, is chairman, eed to work out some feasible thod of clearance-at-the-source h ASCAP and the transcription panies. Mr. Paine said they ld take the matter up with the CAP board when he returned to w York later in the week.

t was revealed by one of the adcasters, that at the NAB dist meeting in Greensboro, N. C., weeks ago [BROADCASTING, . 10] that E. Claude Mills, irman of the ASCAP executive mittee, assured broadcasters y would not be charged more n 2¼% for music whether it on a transcription or live. This directly opposite Mr. Paine's inal stand, and it indicated that er ASCAP was not sure of its method of operation or that was attempting to confuse the adcasters.

A Legal Problem

t was described as a moot l question whether the ASCAP thod on transcriptions is not trary to the language of the ent decree. The language in the ree states that "in respect to ical compositions recorded on cially constructed electrical scription ASCAP shall not re- e to license a manufacturer, ducer, distributor, advertiser or ncy on a clearance at source is."

f an advertiser wishes to place nscription of ASCAP music on a station not licensed by ASCAP he must get clearance at the source and 8% of the card rate is paid for that music. If the advertiser is deterred from using an unlicensed station because of the 8% (although the station pays it), then, it is claimed, the station is being deprived of clearance-at-the-source.

The matter is a legal tangle and it is thought possibly the Department of Justice may be asked to clarify that provision of the consent decree. Not included in the 8%, of course, is the money paid to Music Publishing Protective Assn. for recording rights which in some cases amounts to more than the entire ASCAP fee. One of the transcription companies reveals that it had paid $70,000 to Music Publishers Protective Assn. last year for one widely distributed transcribed series.

There was considerable discussion on the legal aspects of the entire question. A number of broadcasters said that if ASCAP insisted on its present method of operation on transcription it would be the greatest argument for per program contracts. Why, they asked, should a station have to take out a 2¼% blanket contract when they will be obliged to pay a total of 8% for the music on transcription?

Favor Per Program

A show of hands at the general meeting the following day revealed that those present were 10 to 1 in favor of a per program contract.

Those who attended the meeting were Messrs. Paine and Finkelstein for ASCAP; Charles Gaines and Read Wight, World Broadcasting System; Milt Blink, Standard Radio; C. M. Finney, Associated Music Publishers; Sydney M. Kaye, executive vice-president, BMI; C. Loyd Egner, NBC vice-president in charge of transcription department; Ralph Wentworth, Langlois & Wentworth; D. Leonard Callahan, SESAC.

TROPHIES are presented on each program of the *So You Want to Be an Announcer* series on KRGV, Weslaco, Tex. Dick Watkins, production manager, sits behind a row of the trophies, as well as a grand trophy. Male students of high schools and junior colleges are eligible. They are required to sight-read spots, news and handle imaginary situations. Listeners aid in selecting winners.

Representing the stations were Eugene C. Pulliam, WIRE, Indianapolis; Hulbert Taft, WKRC, Cincinnati; Henry W. Slavick, WMC, Memphis; Ed Craney, KGIR, Butte; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ, Milwaukee; William P. Scripps, WWJ, Detroit; Ronald Woodyard, WING, Dayton; Luther L. Hill, KRNT-KSO, Des Moines; John A. Kennedy, WCHS, Charleston; Campbell Arnoux, WTAR, Norfolk; John J. Gillin Jr., WOW, Omaha; Stanley Hubbard, KSTP, St. Paul; William Gillespie, KTUL, Tulsa; H. Dean Fitzer, WDAF, Kansas City; Hoyt Wooten, WREC, Memphis.

Directors' Day

RADIO DIRECTORS came out from behind the scenes to tell of the lighter side of their jobs at last week's meeting of the Radio Executive's Club in New York. Lester O'Keefe of NBC, Earle McGill of CBS, Ira Ashley of Lambert & Feasley and Diana Bourbon of Ward-Wheelock spoke briefly of some of the humorous incidents they have experienced as directors. Dave Carpenter, WHEB, Portsmouth, N. H.; John Rivers, Charleston, S. C. and Bruff Olin, WKIP, Poughkeepsie were out-of-town guests. James C. Petrillo, head of the American Federation of Musicians is tentatively scheduled as this week's speaker.

WHMA Reorganizes

IN A GENERAL reorganization of station personnel, recently effected by WHMA, Anniston, Ala., Vernon Story, formerly chief engineer with wide experience in Southern radio, has been named station director. A. Lynne Brannen, serving as commercial manager of the NBC-Blue affiliate since 1939 will continue at that post. Harold Russey will head the program department and Jerry Hunt will be chief engineer.

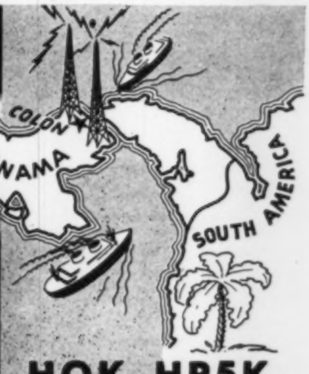
BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

HOK - HP5K
640 Kc. 6,005 Kc.
Colon, Panama



In CANADA — It's the 'All-Canada' Stations

CORRAL YOUR SHARE OF CANADA'S WESTERN MARKETS WITH THE 'ALL-CANADA' STATIONS

In the West, 'All-Canada' stations talk to the money markets—the ones you want to reach. Tell them, sell them, through 'All-Canada' radio stations—the listener preferred stations in each locality.

Ask your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail — CJAT
Kelowna — CKOV
Vancouver — CKWX
Victoria — CJVI
Kamloops — CFJC

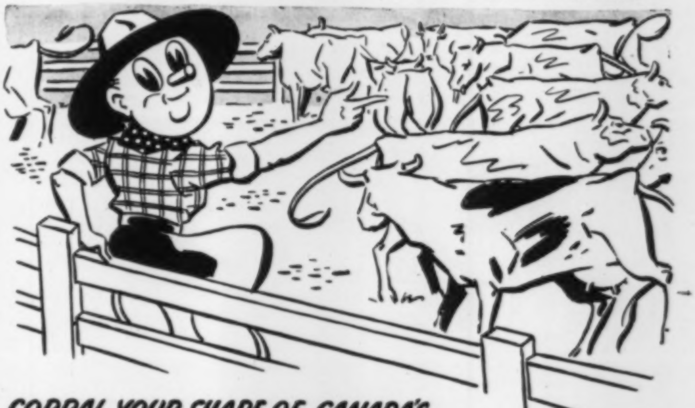
Alberta
Calgary — CFAC
Edmonton — CJCA
Grande Prairie — CFGP
Lethbridge — CJOC

Saskatchewan
Moose Jaw — CHAB
Prince Albert — CKBI
Regina — CKCK

Manitoba
Winnipeg — CJRC

ALL-CANADA

Exclusive Representatives
U.S.A.—WEED and COMPANY
CANADA — All-Canada Radio Facilities Limited



365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

U.P. gives you

"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

An $8 Hat Wins a $2 Prize!

Yes sir! One of the more than 500 entries in a sponsored 5-minute jingle contest over WCBM was a hat retailing at $8! The winner? Sure! Just like the station that "pulled" it!

PENNY FOR PENNY
COVERAGE BETTER THAN ANY!

★WCBM★

BALTIMORE, MD.
MEMBER NBC BLUE NETWORK

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Buyers of Time

SIDNEY ALEXANDER

AN approximate million-dollar average expenditure annually in space or radio time is the record of Sidney Alexander, present radio and media director of the New York office of Weiss & Geller. Sid estimates he has handled around 10 million dollars of space or time since he debuted in the national advertising field back in 1930.

Sid was born in New York City, Aug. 13, 1908, did his high schooling at Brooklyn Boys High. There he began an athletic career which earned him high honors during his college days (1926-30) at West Virginia U. Sid only made seven major letters while gaining his higher education at West Virginia, excelling in football, basketball, and baseball. While basketeering against West Va. Wesleyan one year, Sid pulled a "Roy Reigels" and shot a goal for his opponents during an exciting game. He later made up for his error, however, pacing his team to the State championship. Phi Sigma Delta was Alexander's fraternity.

Graduating with B.S. degree in 1930, Sid started his advertising with the *New York Journal*. He also found time to continue his education, attending New York U. law school where he eventually earned a doctor of jurisprudence diploma. In 1933, Sid joined Hanff-Metzger Agency (now Buchanan) taking over the media and radio buying jobs for a four-year term. In September, 1937, Alexander transferred to H. M. Kiesewetter Agency in New York, staying there until 1939. At Kiesewetter he also handled the buying jobs for radio and other media. Sid joined Weiss & Geller's New York office in late 1939, and he has been handling both the space and radio buying ever since for the agency's accounts: Nedick's, Mello, Edelbrau Beer, Columbia Pictures, Continental Coffee, Schenley Distillers Corp., Visking Corp., Snider Packing Corp., Fleming Hall Corp., College Inn Food Products, George A. Dickel Co., and others.

Sid's hobbies are athletics plus a game of bridge. He's married, has a year-and-a-half daughter who, with wife Selma, occupies most of his spare time.

American Networks Cease Broadcastin From Berlin Due to Undue Censorshi

ALL BROADCASTS by American network reporters from Berlin ceased last week by "order" of the Reichsrundfunk Gesellschaft (German State Radio setup), which cabled the New York headquarters of NBC, MBS and CBS that because of complaints "unjustifiably submitted" by their correspondents, the Gesellschaft could no longer "cooperate with present representatives".

This order followed announcements the preceding week by NBC and MBS that they would not accept further broadcasts from Germany because of "undue censorship". Both networks had informed Berlin of the decision and had been told that German authorities "would give the situation their consideration and would confer on the matter".

Dreier's Ban

Trouble first arose Nov. 11 when Alex Dreier, NBC's correspondent, was banned from broadcasting his regular report "as a result of differences arising over the censorship of his broadcast material". Although the Reich reinstated Dreier later, A. A. Schechter, NBC director of news and special events, notified them it would not accept further broadcasts. Again on Nov. 19 Dreier sent Mr. Schechter word that "the situation was under review with German authorities.

Mutual discontinued its reports from Germany also upon rec mendation of its representati John Paul Dickson, who telepho Adolph Opfinger, MBS progr director, that "censorship has m such broadcasts useless at the pr ent time". During his conver tion with Mr. Opfinger, Dick told of the restrictions imposed all broadcasters, not only on ne material such as the current a Semitic drive and crisis in Czec slovakia, but also on visits to t front.

In answer to the Reichsrundfu cable, Paul White, CBS director Public Affairs, announced th CBS would accept no more bro casts from Berlin under pres conditions of censorship, and se the following cable to German

"The only complaints submitt to CBS by its correspondent, Ho ard K. Smith, related to what transmitted after he had talked Herr Kleinod of your shortw department. Their validity may considered unreasonably severe ce sorship. These complaints w judged by the fact that simi complaints have been made every CBS correspondent who h broadcast from Berlin since t beginning of the war.

"If your cablegram implies th you feel a correspondent has right to inform his home o of his working conditions, then is obvious that a correspond does not have sufficient freedom speech to enable him to work telligently."

CBC News Change

RELAXATION of wartime regulations on commercially sponsored news commentators is understood to have been granted to CKLW, Windsor, Ont., only Canadian MBS outlet, following a meeting of the Canadian Broadcasting Corp. Board of Governors at Ottawa Nov. 17-18. It is unofficially learned that Gabriel Heatter and Raymond Gram Swing, MBS sponsored commentators, will be heard shortly on CKLW, subject to wartime censorship regulations being fulfilled. Canadian broadcasters have for some time petitioned the CBC Board of Governors for relaxation of the ban on sponsored news commentators, and it is expected the ban may be lifted entirely as a result of presentations made at the last CBC Board meeting with broadcasters. Sponsored news commentators were banned shortly after the outbreak of war.

BREMERTON, Wash., large defense center on the West Coast, is the site of a new station sought in the application of Olympic Broadcasting Corp. for a new outlet on 1540 kc. using 500 watts unlimited time. Principals are A. W. Talbot, owner of the Bellingham Marine Railway and Boatbuilding Co. and part owner of Hartley Rogers and Co., with 90% of the stock and with Ralph E. Purves, local cemetery owner and Mrs. Della M. Purves each holding 5%.

Signal Oil Change

FEATURED for the past years on the weekly NBC Si *Carnival*, under sponsorship Signal Oil Co., Los Angeles, B bara Jo Allen, comedienne, w portrayed Vera Vague, withd from the cast following broad of Nov. 16. Contract differences reported as reason for withdra Wynn Rocamora of A. & S. L Inc., Beverly Hills, Cal. ta agency representing Miss Allen negotiating with Buchanan & and an unnamed sponsor, for to head a new network show b around the comedy characte tion. Miss Allen has a featu comedy role in the Warner B film "Night Before Christm now in production, and also contracts with Paramount and public studios.

Feed Firm Expands

CONSOLIDATED PRODU Co., Danville, Ill. ("E" Emu poultry feed), currently spo ing programs on WOR, New Y and WEEI, Boston [BROADCAS Sept. 22], has added thrice-w participation on *1-2-3-Time* WLS, Chicago, and half-hour " dle Mountain Roundup" on Saturday night *Barn Dance* WHO, Des Moines. Mace Agency, Peoria, Ill., placed account.

BLIC RELATIONS TIPS GIVEN BY NAB

NERAL discussion on how dcasters can improve their re- ions with the public forms the me for a new NAB service, ich issued in its Nov. 21 issue of weekly *Bulletin* a supplement led Public Relations Bulletin . 1.

The two-page supplement gives brief history of radio's public re- ions and the public's conception the industry and offers sug- sted points to be used in con- ting the public.

Plans for an NAB public rela- s project are mentioned in the cluding paragraph: "When all the ramifications of this many- ed problem are considered, it ll be apparent that no single ac- ity can possibly fulfill the re- irements. There are many fronts n which the fight must be car- rried. NAB has examined a num- r of plans and suggestions with view to making an effective proach and to establishing a nd basis for continuing con- uctive activity. We hope soon to nounce a definite program which l constitute a first step toward accomplishment of our objec- . The plan will be one which l offer to every station an op- tunity to play an important in- idual role."

EQUALITY FOR BOTH
Same Facilities Given Each Opponent by WBYN

OD EXAMPLE of how the ocratic theory extends to erican broadcasting by allow- two sides of a controversial ue equal time on the air was pified last week by WBYN, ooklyn, when Norman Thomas, cialist leader, and John F. Fin- ty of the Keep America Out of ar Congress, claimed that one of WBYN news commentators had scribed their remarks at an Arm- tice Day rally as "treasonable."

Thomas and Finnerty were given al time to air their own views lowed by Griffith Thompson, BYN manager, who stated that hough "WBYN officially did not ree with their remarks, still the tion advocated free speech and ir privilege to speak as they lieved."

Trammell Gets Delay

AMINATION before trial of les Trammell, president of NBC, eduled for Nov. 17 in New York preme Court, has been postponed un- Nov. 24, according to Robert Daru, Daru & Winter, counsel for the 14 gwriters, 12 of whom are ASCAP mbers, who are suing NBC, CBS, AB and BMI for alleged unlawful spiracy to acquire control of the gwriting business at the time of ASCAP-network music war.

"TIME TO SMILE" for everyone but Eddie Cantor looks like the theme of this conference between the radio star of the Bristol-Myers Co. *Time to Smile* program on NBC-Red, and his sponsors in the new NBC clients' room. Eddie appears to be a bit unhappy about it all. Laughing (l to r) are: Robert Welch, program director of Young & Rubicam, New York, agency in charge; Tom Harrington, vice-president in charge of radio of Y&R; J. M. Allen, advertising manager of Bristol-Myers; Eddie Cantor, and Joe Moran, manager of the commercial copy department of Y&R.

MPPA Names Officers To Serve During Year

ANNUAL meeting of Music Publishers Protective Assn. held in New York Nov. 18, elected the following directors for the coming year: Louis Bernstein, Saul Bornstein, Jack Bregman, Max Dreyfus, Jack Mills, Edwin H. Morris, Richard Murray, John O'Connor, Lester Santly. Dreyfus is the sole new member, all other directors being reelected. MPPA officers will be elected at the first meeting of the new board this week.

Organization, which handles recording rights of its members, most of whom are also members of ASCAP, reports a big drop in transcription fees during 1941, due to the fact that the majority of stations were not licensed by ASCAP and hence the transcription companies made little use of ASCAP music. This was offset, however, by an increase in fees from phonograph records, which it was estimated will probably run 25% ahead of the 1940 total.

NLRB Hearings Ended In ACA-WOV Strike Case

HEARINGS before the National Labor Relations Board on the case brought by American Communications Assn. (CIO) against WOV, New York, were concluded Nov. 20 at the end of two months, the final decision to be rendered after attorneys for both groups have submitted their briefs to Earl S. Bellman, trial examiner, who in turn recommends his decision to NLRB.

WOV employes went out on strike Nov. 3, 1940, charging the station refused to bargain collectively. Points at stake, about which the hearings have been held, are the return of jobs to all employes involved in the strike action, back salaries, and collective bargaining with ACA. Attorneys for WOV are Henry Silverman and Sanford H. Cohen, for ACA, Leonard Boudin, and handling hearings for the NLRB was Millard Midonick.

Philco NBC Pickups

WPTZ, Philco television station in Philadelphia, is rebroadcasting several programs a week from the telecasts of WNBT, NBC video station in New York. Programs, chiefly sporting events or other outstanding program features, are picked up by special receiving antenna and fed to the WPTZ transmitter in much the same manner as was done by the General Electric video station in Schenectady, which last spring also rebroadcast WNBT transmissions. Experiments are aimed at the eventual establishment of a television network, with stations linked by ultra-high frequency radio instead of wire.

ANNUAL AFRA Ball will be held Feb. 20, 1942, at the Waldorf-Astoria, New York. Betty Barde is chairman of the entertainment committee.

Grange Condemns U. S. For Net Interference

DEPARTING from consideration of primary farm problems, the National Grange at its annual convention in Worcester, Mass., last Thursday adopted a resolution condemning "attempted interference with network broadcasting by the Federal Government." The convention also pledged its support of legislation which would prohibit radio advertising of beer or other alcoholic drinks, presumably along lines of the perennial proposal to effect such a ban on liquor advertising sponsored in the Senate by Senator Johnson (D-Col.).

The resolution condemning "interference" also asked Congress to make a complete investigation "of the threats to a free press and free radio with a view to determing if new legislation be needed on account of changing conditions".

MBS-NCBS Drops WHDF

WHDF, Calumet, Mich., was discontinued as an outlet for programs of North Central Broadcasting System and of MBS as of midnight Nov. 16, according to information received at MBS headquarters from John W. Boler, NCBS president, who reported that the action was due to the failure of Michigan Bell Telephone Co., and AT&T to deliver adequate transmission lines between Ironwood, Mich., and Calumet.

$90,000,000.00
FOR NATIONAL DEFENSE
(10,000 Skilled Workers in Navy Yard Alone)
NAT'L REP. JOSEPH HERSHEY McGILLVRA
WHEB
BOSTON REP. BERTHA BANNAN
PORTSMOUTH, N. H.
"The Listening Habit of Central New England"

CAREFUL ... THAT PACKS A PUNCH!
WSAI

"SO DO I!" says WSAI's Winged Plug, "A SELLING punch!" Just ask any of the 113 current program and announcement sponsors who are socking away at my receptive audience 238 quarter hours during the week! And I'm in their corner, helping them win the sales decision by PLUGGING THEIR PROGRAMS. Street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window displays and a monthly house-organ for dealers . . . yep, I use 'em all!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY
WSAI
CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 15 TO NOVEMBER 21 INCLUSIVE

Decisions . . .

NOVEMBER 18

KLCN, Blytheville, Ark.—Granted modification CP change 900 kc conditional to no operation between local sunset and sunrise.

WAOV, Vincennes, Ind.—Granted CP change equipment increase 250 w unl.

NEW, Evening News Press Inc., Port Angeles, Wash.—Denied petition reconsider and grant application new station now in pending file under Order 79.

WEEU, Reading, Pa.—Denied petition reconsider and grant applic. CP 5 kw full time with directional.

DESIGNATED FOR HEARING. — **KWKW, Pasadena, Cal.**, applic. modify CP new station to 830 kc; **NEW, Bernard Walker, Concord, N. C.**, applic. CP new station 1050 kc 1 kw D; **NEW, Washtenaw Broadcasting Co. Inc., Ann Arbor**, applic. CP new 1050 kc 1 kw D (consolidated hearing with Hopkins applic.); **Chattanooga Broadcasting Corp., Chattanooga, Tenn.**, applic. CP new station 1450 kc 250 w unl.

NEW, Norfolk County Broadcasting Co., Norfolk, Va.—FCC erroneously announced an action on Nov. 14 [BROADCASTING, Nov. 17]. Action should have read: denied motion dismiss applic. new station 1490 kc 250 w unl.

NOVEMBER 21

MISCELLANEOUS—**NEW, Herald Publishing Co.** and **NEW, Dorman Schaeffer, Klamath Falls, Ore.**, granted joint motion extension filing date pr-posed findings to 12-9--41; **NEW Wilkes-Barre Broadcasting Co., Wilkes-Barre, Pa.**, granted motion amend corporate structure and retain hearing date; **NEW, Henry Norman Saurage, Baton Rouge, La.**, granted motion dismiss applic. CP new station; **WEEU, Reading, Pa.**, granted continuance hearing 90 days! **NEW, The McKeesport Broadcasting Co. Inc., McKeesport, Pa.**, granted petition amend applic. CP new station to 730 kc removed from docket; **WFBR, Baltimore, Md.**, dismissed petition intervene applic. Lake Shore Broadcasting Corp., Cleveland, CP new station.

Applications . . .

NOVEMBER 17

WRUL, Boston, Mass.—Modification license requesting 9700 kc sharing with WRUW.

WTMJ, Milwaukee—CP new transmitter increase 5 kw N directional 10 kw D.

KCMO, Kansas City—CP change 810 kc increase 10 kw N 50 kw D directional N install new transmitter. Facilities of KOAM contingent on KOAM shift.

NEW, Continental Broadcasting Co., Salt Lake City—Amend CP new station re officers, directors, stockholders and finances.

KZA, Seattle—CP new transmitter directional increase 10 kw.

KOMA, Oklahoma City—Special service authorization 880 kc directional D & N.

NEW, Imes-Weaver Broadcasting Co., Murfreesboro, Tenn.—Amend applic. CP new station 1340 kc omit request WSIX facilities.

Tentative Calendar . . .

NEW, Hennessey Broadcasting Co., Butte, Mont., CP 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte**, same (consolidated hearing Nov. 24); **NEW, Tidewater Broadcasting Corp., Norfolk, Va.**, CP new station 1490 kc 250 w unl.; **NEW, Portsmouth Radio Corp., Portsmouth, Va.**, same; **NEW, Norfolk County Broadcasting Co., Norfolk**, same (consolidated hearing Nov. 24); **NEW Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa.**, CP 1240 kc 250 w unl . facilities WBAX; **NEW, Central Broadcastiang Co., Wilkes-barre**, same; **NEW, Northeastern Pennsylvania Broadcasters Inc., Wilkes-Barre**, same; **Key Broadcasters Inc., Wilkes-Barre**, same (consolidated hearing, Nov. 24).

A LONG dramatic poem by Alvin Josephy, of the WOR, New York, special features division, will be published in *Of the People: Readings in American Democracy*, a new college textbook which the Oxford U Press will issue next spring.

KNX ON AS USUAL DESPITE TREMORS

DESPITE the recent California earthquake which caused a million dollar's damage and completely cut off electrical power, the transmitter of KNX at Torrence maintained unbroken service because of precautionary measures taken by CBS engineers when the tower was constructed in 1937. A California law requires that school buildings be built to withstand a horizontal earth acceleration of 10% of that caused by the force of gravity, but CBS engineer went this one better, constructing the transmitter building to ride a shock of 25% of gravity.

Design of the building was worked out by CBS Engineer James L. Middlebrooks, Architect Parkinson and the William Simpson Construction Co. In addition to footings sunk deep into a layer of clay-like earth, the building is constructed of reinforced concrete with steel lacing it into a rigid unit and torsional stresses carried to the transmitter room where they are absorbed by the walls as a hub. The mast was dampened to prevent amplification of motion due to vibrations of earthquakes.

Although power in Torrance was cut off during the 'quake, KNX engineers used their own gasoline-driven power plant.

LOU ENTON, musician, has joined the New York staff of Radiotunes, BMI subsidiary. Artie Mellinger, for several years with the Warner music publishing companies, has been appointed in charge of the Radiotunes Hollywood office, it was announced by Elmore White, professional manager of the company.

Close Contest

RAYMOND MARCUS and Jerry Kaufeer, members of NBC Chicago guide staff and students in the announcing school conducted by Lynn Brandt, were invited to audition for a vacancy at WTAQ, Green Bay. Haydn Evans, WTAQ general manager, wrote Brandt that both were equally good and that either applicant would be acceptable. The dilemna was solved by the flip of a coin and Marcus won the announcing job, heads up.

Legs to See

FIRST HOSIERY firm to try television as a medium is Gold Mark Hosiery Co., New York, which on November 26 will start a series of four Wednesday programs on WNBT, NBC's television station, to promote its contest to find "the most telegenic legs". Professional models will compete each week at 3:30 p.m. before a committee of judges from the fashion, art and beauty world, who will judge the finals on the Dec. 17 telecast. Prizes will be silk and nylon hosiery produced by Gold Mark. The contest programs will be the second commercial television series produced by Norman D. Waters & Associates, New York, the first having been the *Fashion Discoveries of Television* series sponsored by the New York Department Stores Bloomingdale's and Abraham & Straus.

THE LADIES MEET WITH MARY
Sewing Circle Idea Provides Talent as Well as Attracts Sponsors to Program

SPONSORS of *For the Ladies* on WTCN, Minneapolis—the Hennepin Federal Savings & Loan Assn. of Minneapolis—believe they have a show which opens a new vista in radio.

The unique part of the program started a few years ago during the Christmas season when Mary Proal Lindeke, who conducts the show, suggested that she would like to meet her listeners at a tea. Instead of the expected turnout of a few dozen ladies, hundreds appeared.

Right there she decided to make it a regular feature. The women who had turned out were the "average" housewife, women whose interests outside the home are limited, and who are anxious for an opportunity to meet socially with others.

Satellite Groups

Once each month listeners attend a general meeting at which tea is served and a general "sewing circle" gabfest ensues. There is no charge, no compulsory attendance and the membership, while shifting from meeting to meeting, is almost a thousand. From these monthly meetings have sprung five special interest groups. These meet either weekly or biweekly and consist of a Red Cross unit, a choral group, a writing group, a hobby group and a shut-in group.

Members of the latter regularly visit confined persons, bringing public library books and sending out birthday and greeting cards. They also assist the Minnesota Homecrafters, displaying and selling articles made by shut-ins.

Choral group members, directed by Earl Rymer, meet once each week, and from time to time are heard on the daily program. With the exception of the general meeting, which alternates between Minneapolis and St. Paul monthly, there are two meetings for each of the special groups, one in each of the Twin cities.

Network Accoun
All time EST unless otherwise ind

New Business

MACFADDEN PUBLICAT Inc., New York (*Liberty Maga* on Nov. 18 started *Paul Sullivan* *News*, on 18 CBS stations, Tue. Thurs. 6-6:10 p.m. Agency: Erw Wasey & Co., N. Y.

Renewal Accounts

WILLIAM WRIGLEY JR. Co., Chi cago, on Dec. 1 renews *Melody R* (Doublemint) on 72 CBS stati Sun. 6:30-6:55 p.m. and *Dear* (Spearmint) on 72 CBS stations, 6:55-7:15 p.m. and replaces *Just* *tertainment* (Spearmint) with *S* *tergood Baines*, on 77 CBS stati Mon. through Fri. 5:45-6 p.m. Ag cy: For Spearmint, Arthur Mey hoff & Co., Chicago; for Double J. Walter Thompson Co., Chicago.

F. W. FITCH Co., Des Moi (shampoo), on Dec. 27 renews for weeks *Fitch Bandwagon* on 116 N Red stations, Sun., 7:30-8 Agency: L. W. Ramsey Co., Dav port, Ia.

SKELLY OIL Co., Kansas City, Dec. 11 renews for 52 weeks *News* *Clifton Utley* on 18 NBC-Red stati Mon. thru Fri., 8-8:15 a.m. Agen Henri, Hurst & McDonald, Chicago.

IGLEHART BROTHERS, Evans ville, Ind. (Swansdown Famil Flour), subsidiary of General Fo Corp., New York, on Dec. 1 renews 52 weeks *The Johnson Family* on MBS stations, Mon., Wed., Fri., 4 4:45 p.m. Agency: Young & Rubica N. Y.

COLONIAL DAMES Corp., Los A geles (cosmetics), on Dec. 19 re for 52 weeks *Find the Woman*, o CBS West Coast stations (K KSFO KARM KOIN KROY K KOY KTUC), Friday, 9:55-10 (PST). Agency: Glasser, Gail Co., Los Angeles.

RICHARD HUDNUT, New (cosmetics), on Dec. 1 renews weeks *Hollywood Showcase* on Pacific Coast stations (KNX KARM KROY KOIN KIRO K Monday, 9:30-10 p.m. Agency: Benton & Bowles, N.

TEXAS Co., New York, on Nov. resumes *Metropolitan Opera* on NBC-Blue stations, Sat. 2 p.m. A cy: Buchanan & Co., N. Y.

Express Spots

RAILWAY EXPRESS AGEN Inc., New York (rail and air press), from Dec. 1 through 23 will conduct its annual Christmas campaign urging holiday mailing by express. A ries of 15 one-minute transcri announcements will be aired on proximately 75 stations during three-week period. Last year company used announcements 55 stations over a three-m period, October - December. Caples Co., New York, handles account.

Poslam Test

EMERGENCY LABS., New Y through November is spons a test campaign for Poslam ment using 75 announce weekly on WPEN, Philade and six five-minute periods ly on Dick Gilbert's progra WOV, New York. Agency is field-Johnstone, New York.

OUPED ABOUT BANQUET TABLE, members of Northern California Broadcasters Assn. sit back further discussion of local ASCAP licenses at land, Cal., meeting Nov. 5. Clockwise (l to r) are rold H. Meyer, KYA manager, San Francisco; Lin- Dellar, KFSO manager, San Francisco; Charles yd (against wall), KIX, Oakland, program di- tor; S. H. Patterson, KSAN, San Francisco, owner; lip G. Lasky, manager, KROW, Oakland; Welling- Morse, program director, KLS, Oakland; Arthur Westlund, manager, KRE, Berkeley; Preston Allen, manager, KLX, Oakland; C. L. McCarthy, manager KQW, San Jose; David Sandeberg, KFBK, Sacramento; Howard V. Walter, manager KDON, Monterey; Dick Heath, commercial manager, KTAR, Phoenix; Ward Ingrim, commercial manager KFRC, San Francisco; Wilt Gunzendorger, manager KSRO, Santa Rosa. In attendance, but not shown, were Keith Kerby, assistant manager of KROW, Oakland, and Glenn Dolberg, program director, KPO-KGO.

Storer's Flower

E. Y. FLANIGAN, commercial manager of WSPD, Toledo, was greeted when he walked to his desk Nov. 1, the day after recapitulation of October business, by a cellophane-wrapped, purple orchid—floral accolade from George B. Storer, president of Fort Industry Co., operators of the Toledo station. The orchid was a Winchellian compliment to Mr. Flanigan's success in surpassing an October production quota set by Mr. Storer.

MI Sends Out Third-Quarter Checks; ore Than $200,000 for Performances

I last week mailed out checks $200,000 to composers and pub- ers, covering performances of ir music during the third quar- of 1941. Following previous I practice, payment was made twice the agreed-upon scale h composers receiving two cents broadcast per station, and pub- ers, who make their own pay- ts to their writers, receiving r cents per broadcast per sta- n.

uring the quarter there were 64 es achieving totals of 10,000 formances or more, with "Dad-' leading the field with 65,835 rformances, 33,777 on local programs and 32,058 on network shows. Count on the latter is made by crediting the song with one performance for each station included in the hookup carrying the broadcast. A total of 3,149,563 performances was tabulated for the quarter.

Increases over second quarter performances ranged from 13% to 200%, BMI stated. "They exceed generally the amounts paid in previous quarters," M. E. Tompkins, vice-president and general manager, wrote to publishers. "They are not in excess of the amounts that we confidently expect will be earned by our affiliated publishers in the future."

ZIPPIER SERVICE—AND HERE'S WHY
22 MILLION POSTAL TELEGRAPH OFFICES!*
POSTAL TELEGRAPH, PLEASE. I'D LIKE TO SEND A TELEGRAM

Wherever there's a telephone . . . there's Postal Telegraph!

For extra convenience, extra speed, extra care *at no extra cost*—next time you have important telegrams to send —

Postal Telegraph
*for your convenience charges appear on your phone bill

Mueller Expands

C. F. MUELLER Co., Jersey City (macaroni & spaghetti), further expanding its radio plans through its newly-appointed agency, Maxon Inc., New York, last Wednesday started a Wednesday, Thursday and Friday news period, 11:30-11:40 a.m. on WGBI, Scranton, Pa., for 25 weeks. In addition on Nov. 24 company is to start a series of one-minute transcribed announcements five time weekly, for 24 weeks, on WGST WFBC WJAX WBT and WSYR. Two weeks ago Mueller started *News With Mark Hawley* on 13 CBS stations, Wednesday, Thursday, Friday 4:45-5 p.m. and *News With Don Goddard* on WEAF, New York, Tuesday, Thursday and Saturday 12-12:15 p.m. [BROADCASTING, Nov. 17].

Tourist-Bureau Plans

ONTARIO TOURIST BUREAU, Toronto, will sponsor a series of broadcasts on the NBC-Blue network next Spring and Summer to tell U. S. tourists of the vacation attractions of this Canadian province. The bureau, whose advertising is placed through Walsh Adv. Co., Toronto, in 1940 sponsored a similar series, starring Ned Sparks, on CBS as a Sunday afternoon half-hour program. Details of the 1942 series have not been worked out as yet.

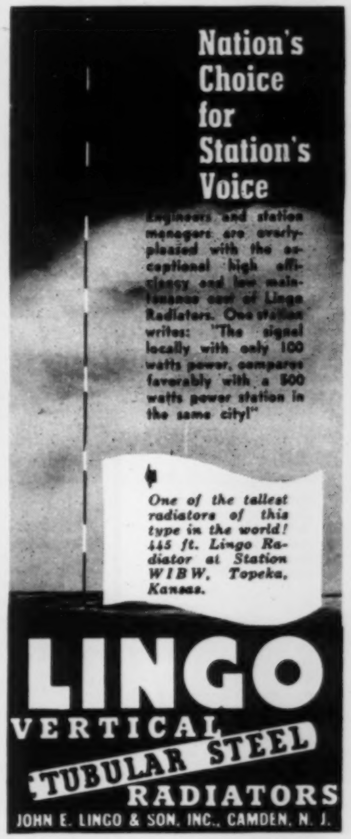
KWJJ, Portland, Ore., has appointed Howard H. Wilson Co., Chicago, as its national advertising representative, effective Dec. 1.

80 Teams to Compete in Sports Contest of WHEC

WITH applications far exceeding expectations WHEC, Rochester, without newspaper publicity, has been forced to increase the number of teams in its all-Winter $1,000 team championship bowling tournament from sixty to eighty. Three of the city's outstanding teams, the Daw Drugs combination, match game champions of Rochester and vicinity, the Judge Motors five and the Rivers Furniture team, present leaders in three of the city's outstanding leagues were eliminated Nov. 16, finishing behind the Buonomo Five which won the first night's elimination to become the first team to qualify for the 12-team finals.

NAB-OCD Cooperation

COOPERATION of NAB will be given the Office of Civilian Defense in the national observance of the 150th Anniversary of the Bill of Rights, Dec. 15, 10-11 p. m. Plans are being considered to make it possible for stations without network affiliations to take the program off the air for simultaneous broadcast. President Roosevelt will be written into the show from Washington. Production of foreign language transcriptions to contain the translated main address of the program is also under consideration. Details will be mailed to all stations in the near future.


Nation's Choice for Station's Voice

Engineers and station managers are overly-pleased with the exceptional high efficiency and low maintenance cost of Lingo Radiators. One station writes: "The signal locally with only 100 watts power, compares favorably with a 500 watts power station in the same city!"

One of the tallest radiators of this type in the world! 445 ft. Lingo Radiator at Station WIBW, Topeka, Kansas.

LINGO
VERTICAL TUBULAR STEEL RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

Here They Are Again!
Those Aristocrats of the Range
THE SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE *200 New Tunes*
Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

Fly Denies Charges by Dies Dr. Watson Is Pro-Communist

FCC Chairman Replies to Charges in House by Narrating Background of New Appointee

A SECOND allegation within a few weeks that Communist influences are making themselves felt within the FCC organization was voiced last week by Rep. Dies (D-Tex.), chairman of the House Committee Investigating Unamerican Activities, when he charged that one of the newly-appointed top officials of Foreign Broadcast Monitoring Service, Dr. Goodwin Watson, had a record of pro-Communist activity.

Thorough Inquiry

Rep. Dies' allegation, set out last Wednesday in a letter to FCC Chairman James Lawrence Fly, and read in full on the House floor the same day, drew an immediate denial from Chairman Fly, who indicated that the FCC and the Civil Service Commission were completely satisfied with Dr. Watson's qualifications for his job as FBMS analyst and that he would be retained as previously announced. Several weeks ago Chairman Dies, at the request of Attorney General Francis Biddle, furnished the Justice Department a list of Government employes allegedly connected with Communist organizations, or organizations advocating the overthrow of the Government. The list included two unnamed FCC employes.

The charges by the chairman of the Dies Committee came a few days after the FCC had approved several appointments of top administrative personnel in FBMS, rounding out the FBMS organization and clearing the decks for a comprehensive 24-hour job of monitoring and analyzing foreign propaganda broadcasts. In addition to Dr. Watson, the FCC in mid-November had approved appointment of Thomas B. Grandin, former CBS correspondent in France, as chief editor of the FBMS reports section, and Peter C. Rhodes, former United Press foreign correspondent, to be in charge of the FBMS branch office in London.

Commenting on the appointment of Dr. Watson in his letter to Chaiman Fly, Rep. Dies declared:

"I am deeply concerned over this appointment, as it clearly bears out an observation which I have had occasion to make to the President in recent weeks, namely, that there is a new influx of Communists and fellow travelers into official Washington. We are not concerned solely with the case of Watson as an individual. We are, I believe, compelled to search for the hidden influences which bring about the appointment and certification of such persons as Watson."

"Goodwin Watson has been a propagandist for Communism and the Soviet Union for many years," Rep. Dies continued. "His activity in this respect has been open and above board. Mr. Watson is to be commended for not attempting to conceal his Communist sympathies. And I wish it clearly understood that I do not challenge his right to hold whatever sympathies he may choose to hold. My only concern is over the fact that one of such outspoken Communist views and sympathies should be named to the position of chief broadcast analyst, with such important decisions entrusted to him."

In Consumers' Group

Briefly tracing alleged communistic activities of Dr. Watson, Rep. Dies listed 13 "party organizations" with which he said Dr. Watson has publicly associated himself. In addition to Consumers' Union, the list included American Committee for Democracy & Intellectual Freedom, American Congress for Peace & Democracy, American League for Peace & Democracy, American Student Union, Conference on Pan-American Democracy, Coordinating Committee to Lift the Embargo, International Workers Order, League of American Writers, National Emergency Conference for Democratic Rights, North American Committee to Aid Spanish Democracy, Open Letter in Defense of the Communist Party, Social Work Today.

Of Dr. Watson's alleged connections with these organizations Rep. Dies commented: "I am sure you will agree that Watson's associations with Communist front organizations have been so numerous that it is impossible to account for them on the ground of his having been an innocent dupe of the Communist Party." He charged also that Dr. Watson had written "frequent eulogies on the Soviet way of life", frequently coupled with "emphatic disparagement of the American way of life".

In his answering letter, framed late last Wednesday after consultation with FCC officials, Chairman Fly declared:

"I need hardly tell you that I am wholly in sympathy with every effort to rid the Government of subversive influences, and I am confident that all the members of the FCC would join us in this position. I also agree with you where any question is raised as to the basic attitude of a Government employe, we would concern ourselves with the record and with the influences which brought about the appointment.

"I have taken pains to make a full inquiry into this subject. As a result I can state unequivocally that at no time has Dr. Watson been a member of the Commuist Party, or registered or voted as a member of the Communist Party, or participated in any way in the activities of the Communist Party. And at no time has Dr. Watson indorsed the Communist system.

"It ought to be made clear that Dr. Watson did not seek the position which he now occupies. We sought him. He is widely recognized as one of the outstanding social psychologists of the country, and I cannot but believe that the Government is fortunate to have his services in this emergency.

"I might join in your apprehension were I to find that Dr. Watson is or has been connected with the 13 organizations listed in yo letter. My inquiry has develop however, that he has been a me ber of only one of the organiz tions—that is the Consumer Union, in which he was a directo I am informed that Dr. Wats has neither been a member of o actively associated with any of th other organizations listed in you letter, nor has he ever endorse such organizations.

"If there lingers in your min any question as to Dr. Watson' basic attitudes, I believe you woul be interested in some of the point in his educational and religiou work. He is of tenth generatio American ancestry. He has r ceived degrees from American u versities, including the degree o Doctor of Philosophy from Columbia U. He also has studied substa tially at the universities of Berli and Vienna. He spent three yea in the Union Theological Seminar and is an ordained minister of th Methodist Church. He has had guiding hand in religious educa tion for the National Council o the YMCA and in the Union The logical Seminary."

Growing Activity

FBMS was set up last Marc through cooperation of the FC and the Defense Communicatio Board, to intercept, record a analyze foreign propaganda broa casts reaching the United Stat The agency since its inception h operated on an increasingly co prehensive 24-hour schedule, pr viding valuable information to Fe eral defense agencies and worki closely with such agencies as t Office of Coordinator of Inform tion. FBMS is headed by Lloyd Free, director, and Harold Graves Jr., assistant to direc

Before joining FBMS seve months ago, Mr. Grandin was Pa correspondent for CBS. He a covered European news for C from England, Belgium, It Yugoslavia, Rumania and Turk He is the author of *The Politi Use of Radio*, claimed as the f book to describe psychological w fare by shortwave radio. A nat of Cleveland, Mr. Grandin was e cated at Kent School in Conne cut and Yale, taking post-gradu studies in France and Germany

Dr. Watson, 42, a well-kn social psychologist, for the last years has been a member of faculty of Teachers College, Co bia U, as a professor of educat He is a graduate of Wisconsi and received his doctorate from lumbia. As chief analyst, Dr. W son will head a section of psych gists in FBMS who will inter and evaluate foreign broadcast

Mr. Rhodes, with UP since 1 has covered World War II from start, and was one of the few respondents on the Scandina front during the German inva of Norway. Returning to the U States last spring, he became di tor of public relations for U China Relief in New York. A g uate of Columbia U and Oxfor England, Mr. Rhodes is 29.

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O'Neills to Scrap

RADIO SCRIPTS used in the past nine years for the serial *The O'Neills*, sponsored by Procter & Gamble Co., Cincinnati, on CBS, have been sold for $1.20 to the Government wastepaper drive for defense. Containing the story of a family's tribulations, one of radio's oldest serials, the heaps of scripts in CBS files will be transformed into boxes for defense materials.

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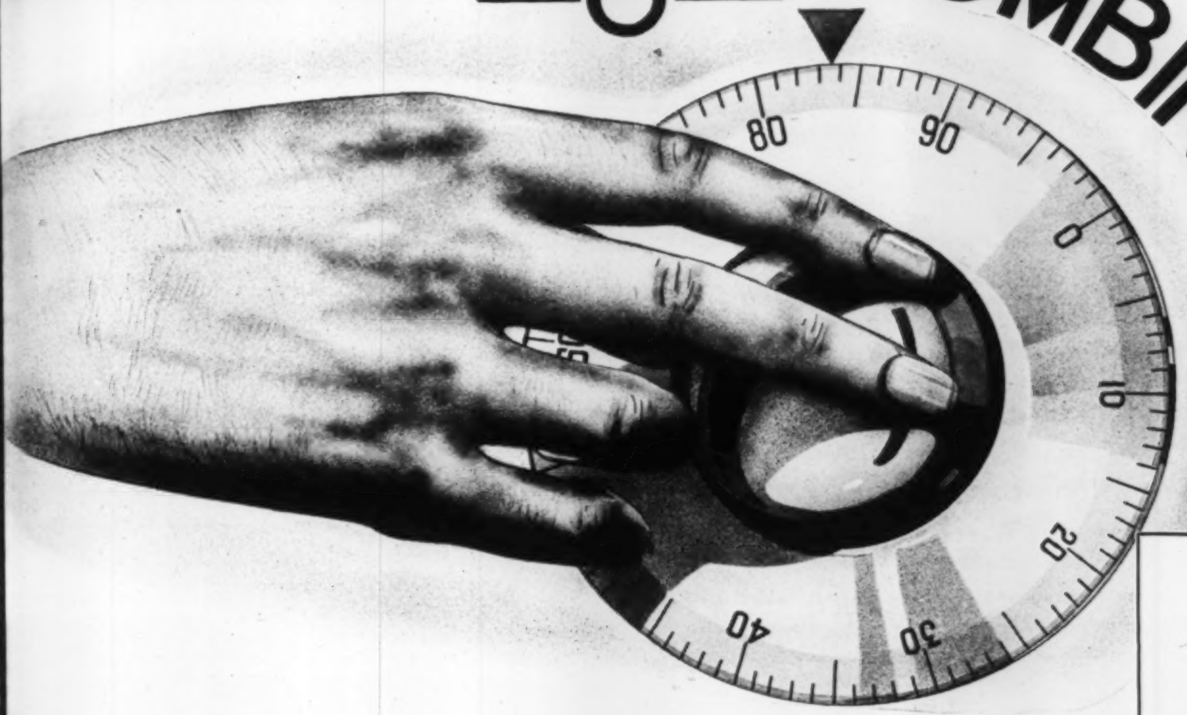

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>
> *John Shepard, 3rd*

Station	City
WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WCSH	Portland
WLLH	Lowell Lawrence
WSAR	Fall River
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn
WHAI	Greenfield
WSYB	Rutland
WELI	New Haven

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